BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 11

WASHINGTON, D. C.
JUNE 1, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR
JUN 2 - 1933
LIBRARY

Chandu—
works magic for Beech-Nut over WOR

8 to 8:15 every night, except Saturdays and Sundays, has been a standing date for hundreds of thousands of radio listeners in the WOR Service Area every week now for more than a year. At this hour radio listeners have tuned in to hear another episode in the thrilling mystery drama "CHANDU THE MAGICIAN"—a radio serial which has taken its audience halfway around the globe in one exciting adventure after another.

If you have listened in yourself, you know of the many astounding feats of magic which CHANDU has performed. But there is nothing occult in the manner in which CHANDU has, over a period of fourteen months, held and augmented an audience of radio listeners running into the hundreds of thousands, and tremendously stimulated the sale of Beech-Nut products in the New York Metropolitan Area.

Credit for the success of the CHANDU program is due to its genuine human interest appeal—the sincerity of the character portrayals,—the skillful handling of the continuity, and not in the least to the constancy and responsiveness of the WOR audience.

WOR is pleased to have participated in this outstanding radio advertising success and offers it as an example of what can be accomplished for other food advertisers anxious to build good-will and develop sales for their products in the great New York Metropolitan Area—where over 17 per cent of the nation's food purchases are made.

WOR

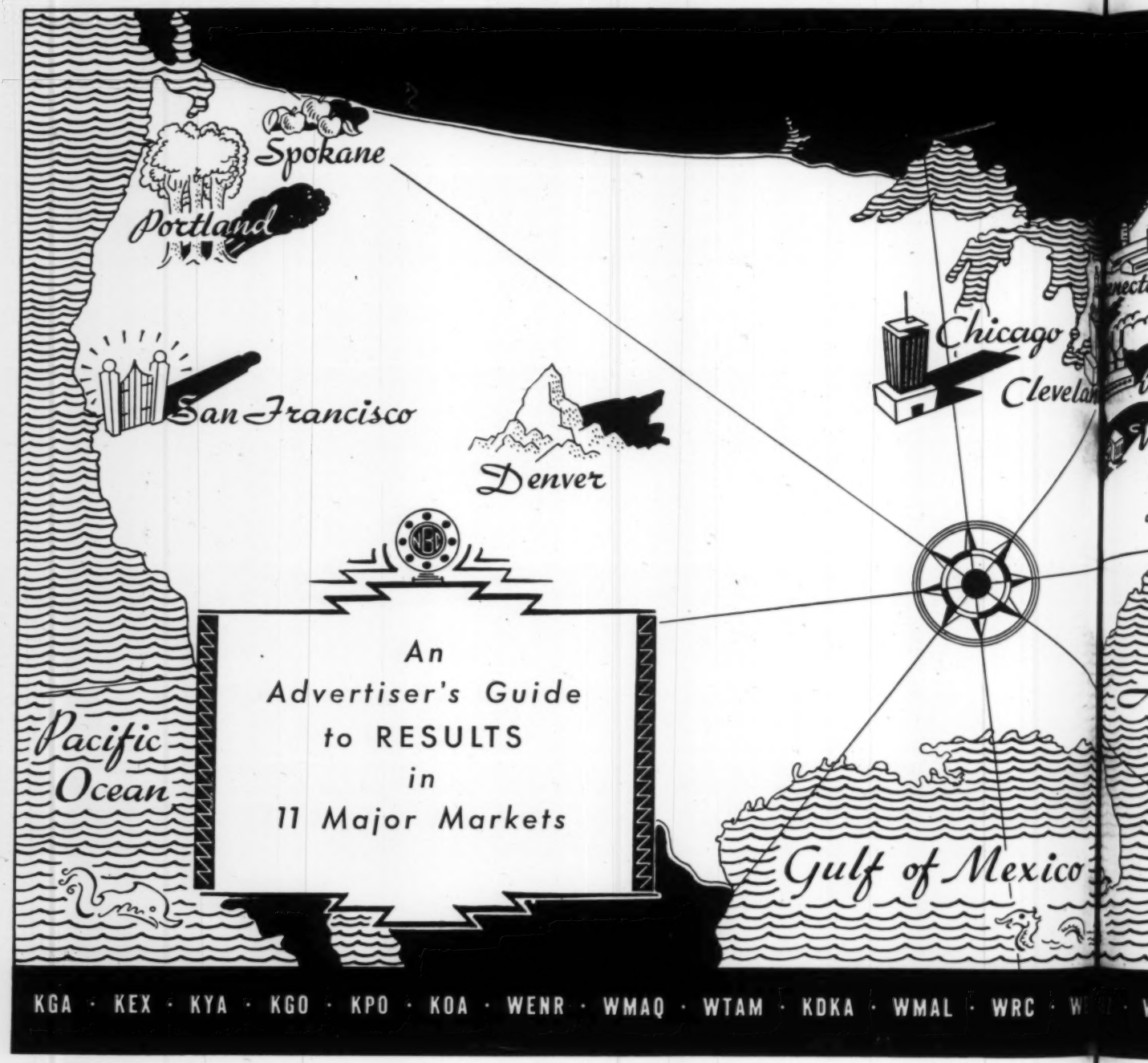
America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, NEW JERSEY

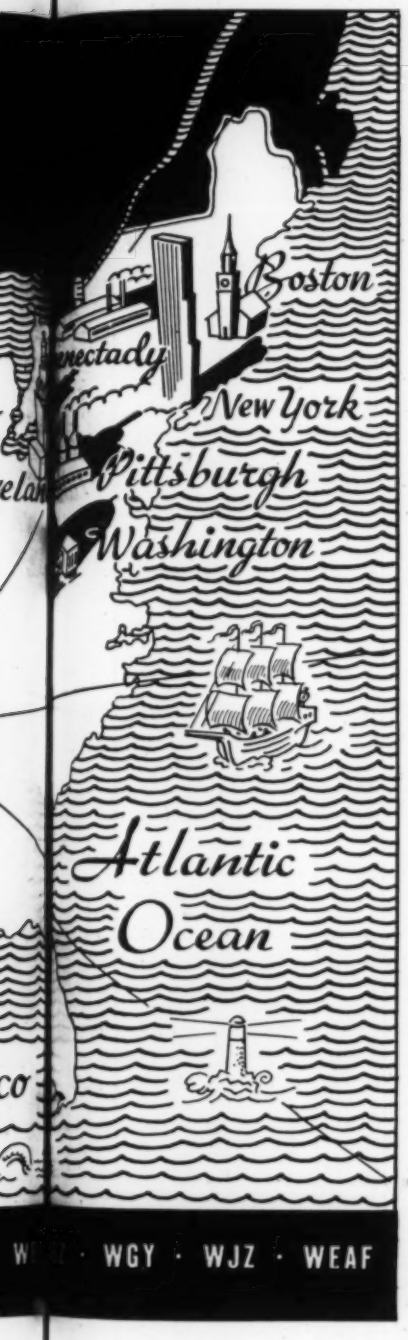
New York Business Office: 1440 Broadway

Chicago Office: William G. Rambeau, 360 N. Michigan Avenue

WHAT Stations W



WHICH *Cities?*



Not a complex question, but a surprisingly simple one . . . It simmers down to two fundamentals—the importance of the market and the record of the medium.

If the market is worthwhile, it should be covered . . . If the medium has an outstanding record of advertising successes, it should be used.

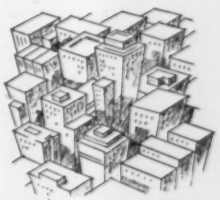
It is easily apparent that these eleven major markets are worthwhile . . . What about the stations?

In each of these markets are one or more stations, represented by the NBC Local Service Bureau, whose "turns at bat" for advertisers have resulted in high averages.

● *What Stations in Which Cities? These—*

In New York City	*WEAF & WJZ*	*In Cleveland*	*WTAM*
In New England	*WBZ & WBZA*	*In Chicago*	*WMAQ & WENR*
In Schenectady	*WGY*	*In Denver*	*KOA*
In Washington, D.C.	*WRC & WMAL*	*In San Francisco*	*KPO, KGO & KYA*
In Pittsburgh	*KDKA*	*In Portland, Ore.*	*KEX*

In Spokane ——— *KGA*



NBC LOCAL SERVICE BUREAU

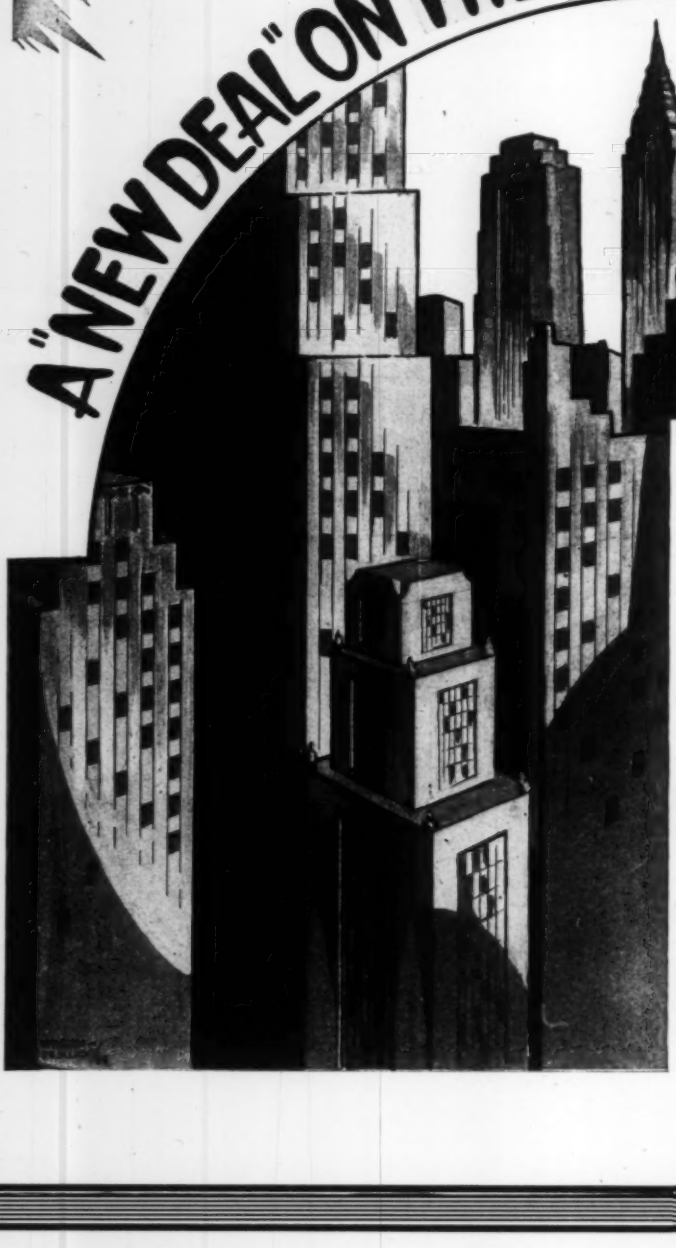
NEW YORK • **CHICAGO** • **SAN FRANCISCO**
WEAF & WJZ — WMAQ & WENR — KPO, KGO & KYA

BOSTON - WBZ · SPRINGFIELD, MASS. - WBZA · SCHENECTADY - WGY · WASHINGTON, D. C. - WRC & WMAL
PITTSBURGH - KDKA · CLEVELAND - WTAM · DENVER - KOA · PORTLAND, ORE. - KEX · SPOKANE - KGA

XUM

AT LAST!

A "NEW DEAL" ON THE NEW YORK RADIO HORIZON



Effective *now* WMCA-WPCH offers *full time* coverage in the New York metropolitan area . . . broadcasting 20 hours daily . . . 7 A. M. to 3 A. M.

As a part time station, WMCA on 570 K. C. (top of the dial) carved an impressive niche for itself in the New York area.

Now with *full time facilities* and choice evening hours available for the first time, WMCA-WPCH opens a new vista to clients for *effective* and *economical* coverage of the world's richest buying area. *Now . . . more than ever—*

America's Premier Regional Station

WMCA-WPCH

THE "AIRLINE" TO THE

NEW YORK

METROPOLITAN AREA

KNICKERBOCKER BROADCASTING CO., Inc.

DONALD FLAMM, *President* • **WMCA BUILDING, NEW YORK CITY**

CHICAGO OFFICE . . . . . FREE & SLEININGER

180 N. MICHIGAN AVENUE . . . . . CHICAGO, ILL.

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BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 11 WASHINGTON, D. C. JUNE 1, 1933 $3.00 PER YEAR—15c A COPY

Why Summer Broadcasting Pays Sponsors

By HOWARD C. HAUPT
Crossley, Inc., New York

Statistics Reveal Little Decline in Number of Listeners; Advertiser Suffers When Programs Take Vacation

REVERSING Bruin's habits, many advertisers still prefer to hibernate until the return of cool weather. Mr. Haupt, whose company's reports are basic data used by agencies and advertisers, points out the fallacy of this fear with figures to support his argument that a good program can command approximately as large an audience in summer as in winter. As always, the program's the thing. Summer reception on the whole is just as clear. Moreover, the advertiser who withdraws from the air at the end of spring has to start all over again to win a following in the fall.

FOR SOME reason the summer months, usually beginning with May, are not looked upon with favor by radio advertisers. The probability is that there are two basic reasons—an idea that radio reception is poor during the summer, and that for that and other reasons the size of the audience shrinks considerably during the warm weather.

Improved radio receivers have made possible a clear and undistorted signal, excepting, of course, when electrical storms are in progress, and it is a fallacy that many people cease to use their radios just because it happens to be summer.

Three years ago the curve indicating the size of the audience did show a marked decline during the summer. Two years ago that decline was less sharp, and last summer the dip was very slight. If figures representing the size of the audience are at 60 per cent of the available audience for a given day during the winter months and from 50 to 55 for the same day during the summer, the advertiser is assured of a large available audience providing his program is one which people like and will listen to at any time.

Comparative Figures

THE SIZE of the audience figures for the winter of 1932 show that on Sunday 58.3 per cent of the sets were in use; 53.9 per cent were in use during the summer months of the same year. The Saturday figures were 60 per cent for the winter and 58 per cent for the summer. An average of the weekday figures shows that 65 per cent of the sets were in use during the winter and 60 per cent during the summer months.

It is, of course, evident from the figures shown above that the decrease in the number of sets in use during the summer months is very small. When we examine the records for individual programs, we find that where a downward trend has been in progress it is accelerated during the summer months. On the other hand, those programs which have been building toward a higher level or have established a high degree of popularity suffer very little. One of the most popular programs, for example, dropped only 0.6 per cent from the high winter figure to the low summer figure.

The average decline of ten of the leading programs, exclusive of Amos 'n' Andy, was approximately 10 per cent. However, during August the upward trend sets in again, and it is those programs which have established their popularity and have stayed on the air which pick up quickest on the average.

Hold Depends on Program

THOSE programs which enjoy large audiences during the winter months hold a large percentage of their audience during the summer months. It is, in the last analysis, the program and not so much the time of the year which plays the most important part in the circulation a broadcast will obtain. Real entertainment knows no seasons.

There is, of course, one exception to that general statement. Those programs which are broadcast during the early evening hours do suffer more than those which appear later in the evening. However, here again the popularity of the program has most to do with the size of the audience it can obtain and hold. Amos 'n' Andy may lose 15 per cent of their winter audience in the summer but, even at that, their circulation is counted in millions. The important thing is to know what the audience wants to hear.

Going off the air during the summer is a good deal like discontinuing advertising during bad times. The manufacturer is the one who is the greatest sufferer. Radio, like any other form of promotion, is most effective when used consistently as well as intelligently. Everlastingly keeping at it—for those products which can be sold in the summer or the year round—is no myth.

Consistency Pays

RECENT marketing studies indicate clearly that consistency pays. During the past three years buying habits of consumers have of necessity changed. People have been forced to seek greater value for their money as well as to make what they have go farther. There has been a marked increase in shifting from one brand to another, or from one type of product to another.

However, and this is important, factual data at hand indicates clearly that when the number of shifts from a given product are compared with the number of shifts to that product a favorable balance is credited to the product most consistently advertised, with radio showing up very strongly as a reason for shifting.

With a decrease in the use of promotional effort the need is all the greater for the advertiser to examine carefully the available media which will produce for him the greatest return for what money he can appropriate. It is not my business to favor one medium over another, but I do know that radio when used consistently and intelligently is a powerful force in creating good will, and, what is more important, sales.

Audience Available

JUST BECAUSE Manufacturer Jones decides to take a summer holiday in radio is no reason why Manufacturer Smith should. If a product can be sold in the warm weather the advantage lies with the manufacturer who continues his selling effort. It is a well known fact that when a program is taken off for the summer and put on again in the fall it is just about the same as the experience of a new advertiser going on the air.

Programs generally have a small initial audience. If the program proves to be popular, the size of the audience increases steadily until the peak is reached. It is a fairly slow process as a general rule. But, to have achieved large radio circulation and then to have to repeat the building process is, so I reason, an expensive proposition.

There is a large summer audience. It wants entertainment. It is not uncommon for our field representatives to write in about people they have called on in connection with their work asking what has happened to such and such program. An important point for a manufacturer to consider is not how much he is saving by remaining off the air during the summer but how much he is losing.

Program Change Danger

IT HAS been interesting to have advertisers ask us whether it is wise to put a new program on the air during the summer. We have records, of course, which show what the experience of other pro-

(*Continued on page 34*)

Ask Change in Disc Broadcast Order

Commission Considers WBS Plea on Announcements

Judge Robinson

ELIMINATION of the requirement that transcription programs be announced as such just before they are broadcast, as a means of encouraging the use of recorded programs by advertisers, was proposed to the Radio Commission May 23 by Judge Ira E. Robinson, former radio commissioner, as counsel for the World Broadcasting System. Presenting his arguments orally in executive session with the Commission, Judge Robinson was accompanied by Arthur F. Mullen, Omaha attorney and vice chairman of the Democratic National Committee, and E. B. Foote, vice president of WBS.

The Commission, it was stated, will give prompt consideration to the request. To allow this would entail a revision of Rule 176 which specifies the manner in which electrical transcriptions and recorded programs shall be announced. Preparatory to final Commission consideration, the legal division has been asked to study it.

Judge Robinson addressed a letter to the Commission on April 12, setting forth reasons for the request. At the conference he enlarged on these arguments informally, and declared that should the Commission find it undesirable to eliminate the transcription requirement entirely, that it permit the announcement following the program, rather than before.

Text of Letter

THE LETTER follows:

Representing the World Broadcasting System, Inc., I have heretofore requested the Commission to change Rule 176 so that a *transcription made expressly for broadcasting purposes* need not be announced as such just before its broadcast.

The operation of the rule as it now stands stigmatizes such transcriptions by putting them in the category of phonograph records, and piano player records, when in fact they have come to be a most useful and popular method of program transmission. If any announcement is to be made it should be made after the broadcast; though there seems to be no more use for that than an announcement that a program from one of the chain studios came to the station by wire. The change which I am asking will be beneficial to the public interest in that it will encourage the use of transcriptions by advertisers and stations not now using them because stigmatized in a class with mere ordinary phonograph records; advertisers being fearful that the public do not appreciate phonograph records and stations being fearful that their credit before the Commission is harmed by the use of anything but live talent. Yet the public now welcome the use of transcriptions made expressly for broadcasting, and they certainly offer local and regional stations the good talent not locally obtainable. Both of the great networks are now at times using transcriptions.

May I not have action by the Commission on this subject within the next few days? I shall thank you to bring it up for decision at an early meeting.

HAPPY DAYS JUST AHEAD

Marked Upturn in National Radio Advertising Foreseen By Agencies, Nets, Transcription Companies

NATIONAL radio advertising—transcription and other spot as well as network—is due for an appreciable upturn early this autumn and winter. Indeed, there are already signs of improvement, despite the fact that radio generally since the year began has suffered the severest decline in revenues of several years.

These conclusions are based upon personal contacts by representatives of BROADCASTING during the last few weeks with leading agency radio executives, network officials, transcription companies and station representatives in New York. Reports from stations are also quite encouraging.

Optimistic expressions were heard on all sides. Agencies are working on new and renewal radio accounts that augur exceedingly good business for the months to come. For the most part, these accounts are still in the formative stage, and the agency heads decline to be quoted. But the apprehensions of last winter are conspicuous by their absence.

Networks Out of Slump

THE NETWORKS appear slowly but surely to be coming out of the severest slump in their history, with some accounts already being renewed and new accounts being signed for the fall and winter. With Chesterfield and Old Gold on CBS and Philip Morris on NBC, the prospects are even bright that Lucky Strike will soon be back on the air with as big a schedule as formerly.

Transcription business appears to be at its lowest ebb at this writing, but World Broadcasting System and Scott Howe Bowen, while declining to divulge their pending new business, report that better days for spot business are inevitable. World has just renewed Mitzi Green's "Happy Landings" series for Ward Baking Co. for another 13 weeks, and Scott Howe Bowen expects shortly to extend its Forhan "Count of Monte Cristo", which has had a remarkably successful test run on three stations, to practically a nation-wide group.

Representatives like Scott Howe Bowen and Edward L. Petry & Co., personally interviewed, also agreed that radio business is on its way out of the doldrums.

With network and spot business scarce this spring and summer, most stations have worked harder than ever on local accounts, and some of them have reported exceptionally satisfactory results. Brewery accounts are slowly but surely developing as the brewers are beginning to gauge production to demand. Many local merchants, trying out radio for the first time, are manifesting gratification at the pulling power of the medium.

WOR Business Booming

THE LEADING independent station, WOR, Newark, wrote more business for April than for the same period last year and feels there is every indication that the business of the summer months will exceed that of last year, reports A. A. Cormier, WOR director of sales.

Mr. Cormier points with particular pride to the fact that WOR has sold more of its day time than any of the network key stations in the New York area. The King's Brewery account on WOR, using two half hours weekly, was the first of several such accounts that will be on the station before the summer is far advanced, said Mr. Cormier.

"Another encouraging factor," he added, "lies in contract renewals. Only last week four companies extended their broadcasting to a combined total of 163 weeks, the shortest being 34 weeks. That WOR has been effective in the beauty preparations field can be seen in the signing of a 39-week contract by John H. Woodbury Co. and the Andrew Jergens Co., which reserves a Sunday night spot starting next September.

"Electrical transcriptions are becoming increasingly popular with certain classes of national advertisers, as evidenced by the 26 weeks' booking of the Forhan Co., now on the air nightly except Saturdays and Sundays. Beechnut, with its now famous 'Chandu', is also planning to return to the air in the fall."

Silver Dust Campaign

GOLD DUST Corp., New York, is using an 11-station eastern CBS network, in addition to a special Jewish program over WMCA, New York, to introduce its new companion product to Gold Dust, which is called Silver Dust and which is a powdered soap for washing dishes and clothes. Extensive newspaper advertising and a house-to-house sampling campaign, with airplane loud speakers and a fleet of Austin cars carrying loud speakers, are included in the campaign. The Silver Dust "Around the Town" program started May 27 on CBS to be heard intermittently Fridays, 8 to 9 p.m., EDST, during the early summer months. Account is handled by Batten, Barton, Durstine & Osborn, New York.

Ward Renews

WARD BAKING Co., New York (bread and cakes) during June renews its Mitzi Green in "Happy Landings" transcription series, produced by World Broadcasting System, over the 20 stations that have been carrying it. Renewal is for 13 weeks. Joseph Katz Co., New York, handles account.

Beauty Test Account

CRYSTAL Corp., New York (Outdoor Girl Beauty Preparations), on June 2 starts a one-half hour transcription test program over WOR, Newark, and WJSV, Washington, Fridays 9-9:30, EST, 13 weeks, featuring Omega Gamma Sorority Dance. Hanff-Metzger, New York, handles account.

Net Revenues in April Set New Low Record With $2,462,970 Total

NETWORK revenues from time sold in April fell to the lowest level in nearly a year, NBC and CBS reporting combined incomes of $2,462,970, which compares with $4,004,484 in April, 1932, according to National Advertising Records. For the first four months of this year, the NBC and CBS combined total was $10,899,334, which compares with $16,180,629 during the same period last year. In March the two major networks reported $3,013,565 in sales; February, $2,619,605 and January, $2,803,194.

April income of NBC amounted to $1,690,177, compared with $2,649,892 in April, 1932. April income of CBS amounted to $772,793, compared with $1,354,592 in April, 1932.

All but five of the 23 classifications showed declines under the same month of last year. House furniture and furnishings were up from $41,907 in April, 1932, to $43,079 in the same month this year. Lubricants and petroleum products were up from $167,854 to $280,612. Office equipment showed $5,577 as against nothing last year. Radios, phonographs and musical instruments were up from $30,959 to $35,600. Travel and hotels were up from $2,446 to $3,643.

The biggest declines were: cigars, cigarettes and tobaccos, down from $692,235 to $239,278; clothing and dry goods, from $87,928 to $51,627; drugs and toilet goods, from $854,902 to $594,849; foods and food beverages, from $1,115,755 to $766,968; soaps and housekeepers' supplies, from $102,025 to $76,626; stationery and books, from $81,699 to $17,695.

Store Lists Programs Dropped by Newspaper

FIRST of the newspapers to drop radio news flashes and radio program listings as a result of the recent restrictions on news broadcasts imposed by the Associated Press and the resolution of the American Newspaper Publishers Association was the NASHVILLE BANNER, whose publisher, James G. Stahlman, was chairman of the A. N. P. A. radio committee. The news flashes were withdrawn from WSM. Immediately after the program listings were withdrawn, the Castner-Knott Co., local department store, began carrying them in its display advertising in the same newspaper. The only other newspaper to take drastic action since the New York meetings, thus far reported to BROADCASTING, was the INDIANAPOLIS STAR, which has discontinued its news bulletins on WFBM.

THOUGH both stations have local newspaper tieups, Hal Totten's Teaberry Gum Sports Review on WMAQ (half owned by the CHICAGO DAILY NEWS) and Pat Flannagan's baseball broadcasts over WBBM are now being derived from Western Union tickers.

Lack of Practical Broadcaster Handicaps Wynn Net Venture

Industry Skeptical After Many Delays; Starting Date Now June 5; Wynn Going to Hollywood

By SOL TAISHOFF

ED WYNN'S third network, which he predicts will revolutionize broadcasting, remains an unknown quantity as postponement follows postponement of its inaugural programs over a group of small stations in the east. June 5 has been announced as the latest opening date, but still another delay is indicated.

Despite the optimism expressed by Mr. Wynn and his associates, those initiated in radio are skeptical. Though they declare they wish the Wynn venture all success, they also express the belief that the Amalgamated Broadcasting System, headed by the comedian, is destined for failure unless a practical broadcaster flanked by capable executives takes hold. Thus far approximately $250,000 of Mr. Wynn's own funds is understood to have been invested in the project.

First Hand Inspection

AN INSPECTION of the Amalgamated setup was made by this writer May 18, at which time he also talked with Mr. Wynn, Ota Gygi, vice president and Mr. Wynn's partner, and several other officials. His appraisal was concurred in by others in the industry who have looked behind the Amalgamated scenes.

It seems apparent at this time that the organization is lacking in business and technical personnel and organization. Although Mr. Wynn and his associates claim that their plans of operation will allow them a margin of profit at the outset, through both national and local sponsorship of programs, the soundness of the project from the business side naturally is being questioned. How the network promoters hope to get national business for a hookup of local stations, when the established networks are feeling the effects of curtailed sales, is mainly responsible for these expressions of doubt.

Lafount Sees Studios

WIDESPREAD interest in the project has been shown by advertisers, agencies, stations and the Radio Commission since the disclosure last February by this publication that Mr. Wynn contemplated establishment of a third network competitive with NBC and CBS. Commissioner Harold A. Lafount visited the headquarters of Amalgamated at 501 Madison Ave., on May 17, and conferred informally with its officials. He declined to discuss his views for publication.

The consensus is that the Amalgamated project now is simply an idea, and that little thought has been given to anything other than the program end. There is not a practical broadcaster in the organization. Even while the studios were being furnished, it could not be learned whether control equipment, microphones, remote apparatus and other technical equipment had been purchased.

Mr. Wynn has surrounded himself almost entirely with show people. Mr. Gygi, who now is acting as general manager, has had no broadcasting experience. A violinist by profession, it is understood he once was concert violinist to the King of Spain. A Mr. Goldman, who once operated a chain of cut-price radio stores in New York, is acting in the capacity of commercial manager.

Circuits Uncertain

THERE is still some uncertainty about the use of Western Union lines, in lieu of A. T. & T. balanced broadcasting circuits, for the initial six-station hookup. While preliminary arrangements were made to use Western Union circuits from New York through Washington, it has been found that the cost of engineering these lines by Amalgamated personnel, together with terminal equipment, will almost equal the cost of A. T. & T. circuits, which are engineered by the telephone company and which are leased together with terminal apparatus.

Of the six stations definitely announced as the first segment of the eastern Wynn network, it is reported that Amalgamated itself owns or has heavy financial interest in two and also is financially interested in one or two other small stations in the New York metropolitan area, all of which formerly were aligned in the third network project fostered by Walter Whetstone, Sr., former public utilities magnate of Philadelphia.

WCDA, WBNX and WSMG, New York, which share time and which will be joined together as the network key, are said to be partially or entirely owned by Amalgamated along with WTNJ, Trenton. The three New York stations, according to Mr. Wynn, will be consolidated with the call WMET, although there is talk of calling it WYNN. Other stations which have been announced as outlets for this New York-to-Washington chain are WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL, Washington.

Executives Chosen

FRANK ORTH, formerly an engineer with WABC, New York, CBS key, has been retained as chief engineer of Amalgamated, according to an announcement by the company. J. J. Beloungy, said to be "former chief engineer of WEAF", is his chief associate.

George M. King, said to be well-known in the show business, has been named director of Amalgamated Artists Bureau. The associate director is Irvin Z. Grayson, who was stated to have come directly from WTIC, Hartford, and to have been previously with NBC in sales and promotion and with Metro-Goldwyn-Mayer as an associate director.

Among others announced by Amalgamated as affiliated with the network are Ray Perkins, former NBC artist; Peter Dixon, newspaper man and radio continuity writer of "Raising Junior" fame; Phillip Barrison, formerly director of Colliers Hour over NBC; Beverly Bayne, old-time movie star, and Bessie Beatty, formerly of the editorial staff of McCALL'S.

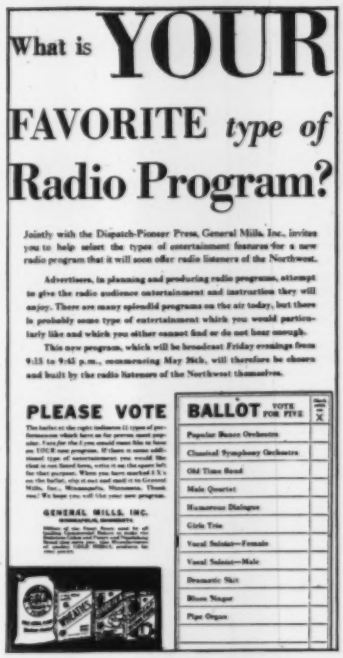
50 Daily Features

IN AN announcement on May 22, Amalgamated stated that the plan was still to use Western Union circuits with Amalgamated's privately owned booster equipment. It was stated also that more than 50 features are to go on the air daily over the network, once it opens, consuming 16 hours.

"The drastic economies which we have effected by this procedure" (use of Western Union wires), Mr. Wynn said, "are to be passed on to our sponsors. A committee of Amalgamated officials and station-owners has been setting rates for sponsors, more than a score of whom will be on the air when we start next month. Our time schedule, of course, is a full 16 hours. We can say this now: The hourly rate for the whole Atlantic seaboard network is about the same as for one leading 'spot' station in New York city."

In the same announcement it was stated that the next step in the network plans, following opening of the eastern group, will be the completion of a privately operated circuit between Baltimore and Pittsburgh, where WWSW, a 100 watter, is to serve as the link between the Atlantic seaboard network and the Michigan state network of six stations headed by WXYZ, Detroit.

Mr. Wynn said that he will leave for Hollywood July 5 to make a picture for Metro-Goldwyn-Mayer. Though he will be gone for 12 weeks, he said he would keep in touch with Amalgamated headquarters by direct leased wire, using the facilities of C. D. Barney & Co., stock brokers. He plans to return to the air for Texaco, resuming his "Fire Chief" program over NBC after the film is completed.



Determining Listener Preferences

GENERAL MILLS, Inc., Minneapolis (Gold Medal Flour, Bisquick, Wheaties, etc.) long a leading radio advertiser, used this unusual tie-in with 30 newspapers of the northwest to inaugurate an experimental series of eight programs over WCCO, Minneapolis, and KSTP, St. Paul, which were linked together on May 26 for the first of eight programs designed to determine listener preferences. After the first ad and radio announcements, ballots began to pour into the stations. The preliminary announcements concerning the ad listed by name the 30 newspapers carrying it, eliciting a tremendous publicity response in those newspapers and considerable editorial comment on the excellence of the tie-up between radio and the press. General Mills plans to produce a regular program along the lines shown by the majority of the votes.

WMCA With Full Time, May Be Made The Key Of Select Station Group

COINCIDENT with the acquisition of full time by WMCA, New York City, on the 570 kc. channel, reports are current that the station may become the key of a select group of stations in the east and middle west, that cover major markets. While the reports were not denied by operators of WMCA, details were not disclosed.

WMCA several times in the last three years has been mentioned as the possible key for a quality group. About a year ago a meeting was held in Detroit by several prominent broadcasters with the object of working out plans for such a group, but nothing developed.

WMCA acquires full time June 5 through consolidation with WPCH, owned by the same interests. Heretofore, it has shared the 570 kc. channel with WNYC, New York municipal station, and had been in almost constant conflict with that station before the Radio Commission. The Commission last year ordered WNYC to exchange facilities with WPCH. WNYC now moves to the 810 kc. channel, retaining 500 watts power. The Commission's decision was sustained in the courts.

An inaugural broadcast by the consolidated WMCA-WPCH has been scheduled for June 7 by Donald Flamm, president of the stations, from the stage of the Manhattan Theatre. The combined stations have pending before the Commission an application for an increase in power from 500 watts to 1 kw.

IVANHOE FOODS, Inc., Augburn, N. Y. (Ivanhoe Mayonnaise) is using radio in selected cities of Southern New England, upstate New York, Pennsylvania, Ohio, Indiana and Michigan.

XUM

Wave Meet Slated July 10; NAB Asks 3-Year Licenses

English-Speaking Nations Fear Spanish Entente

WITH the North American Conference for reallocation of broadcasting channels definitely scheduled for July 10 at Mexico City, the NAB has petitioned the Radio Commission urging immediate consideration of a revision of its regulations so that broadcast licenses may be issued for periods of three years in lieu of the current six-month terms. The law prescribes that the Commission in its discretion may issue licenses for that period.

In a letter to the Commission, which was considered by that body May 16, James W. Baldwin, NAB executive charged with matters incident to the North American conference, emphasized the importance of the matter in any negotiations leading to a redistribution of channels among nations of the continent. Longer license terms, he said, are essential to the stability of the broadcast industry.

Delegate to be Named

FORMAL WORD was received by the State Department May 23 from Mexico City that the conference will be held beginning July 10. Invitations also went to Canada, Cuba, Newfoundland, Costa Rica, Salvador, Guatemala, Honduras, Nicaragua and Panama. Chairman Sykes of the Radio Commission is chairman of the American delegation, but the State Department has not yet made known who will replace Senator White, (R.) of Maine, who originally was appointed to head the delegation, but who declined to serve when Judge Sykes was appointed chairman. The names of Dr. C. B. Jolliffe, chief engineer of the Commission; William R. Castle, Jr., former Undersecretary of State, and Dr. Irvin D. Stewart, State Department radio expert, are mentioned, although unofficial advices are that a member of Congress and a Latin American expert may be chosen.

Some apprehension is felt over the invitations to the Central American countries which hitherto have been virtual nonentities in the radio picture. Fear that Mexico may have banded together these Spanish-speaking nations as a "little entente", with sufficient voting power to out-vote the English-speaking nations, is expressed.

U. S. Policy Undecided

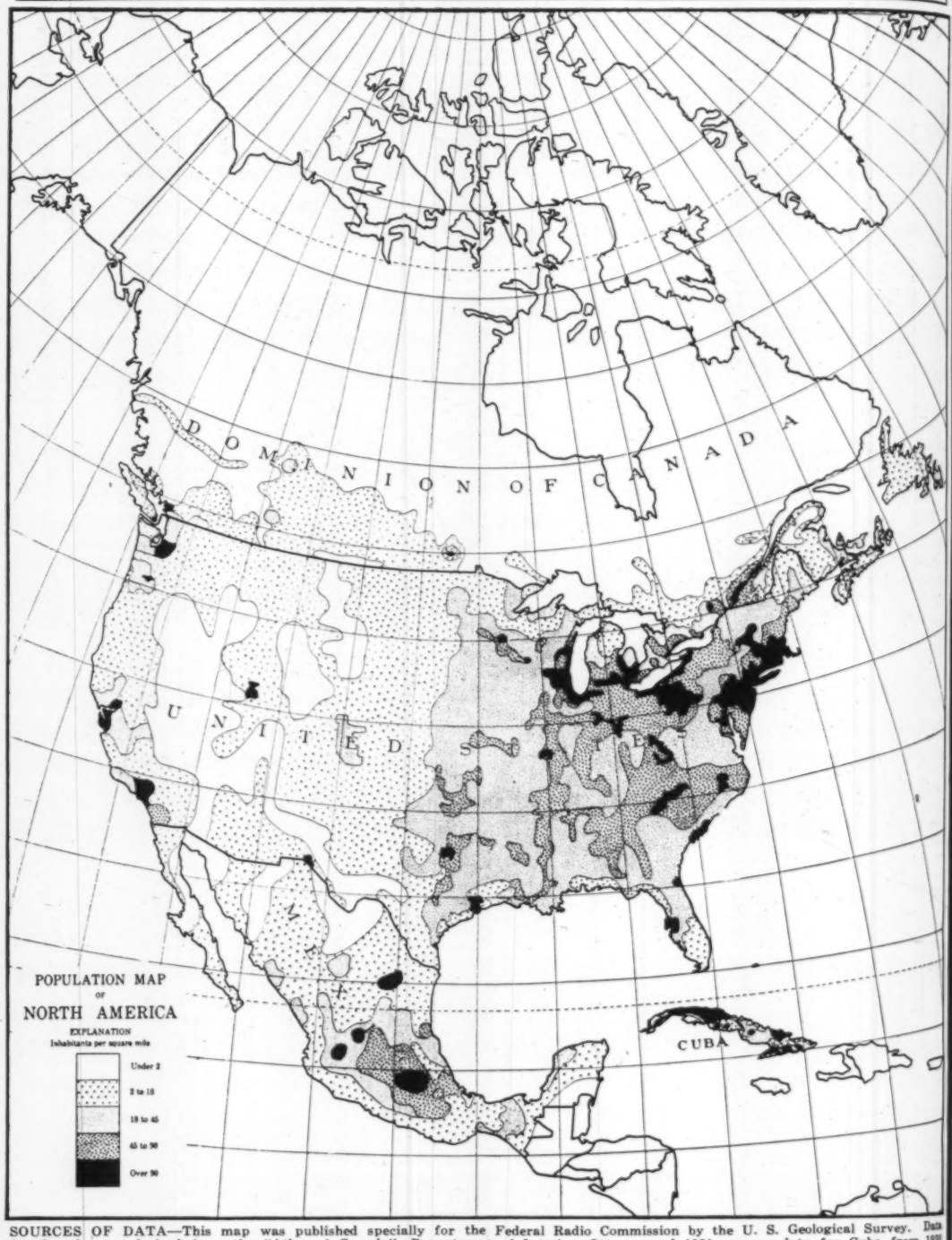
IN FORMER international radio and telegraph conferences each nation, regardless of its size or importance, has been accorded one vote. Should this policy be followed at the Mexico City conference, five Central American countries, together with Mexico and Panama, could control all issues if they voted together. The matter of voting unquestionably will be subjected to full discussion preparatory to consideration of the actual allocations.

What position will be taken by

(*Continued on page 34*)

Map of North American Population

(Prepared by Federal Radio Commission from Official Records)



SOURCES OF DATA—This map was published specially for the Federal Radio Commission by the U. S. Geological Survey. Data for Canada was derived from the "Atlas of Canada", Department of Interior, Ottawa, and 1931 census; data for Cuba from 1930 census; data for Mexico from Department of Statistics, Mexico City, and data for United States from 1930 census.

SHOWING at a glance how population is distributed on the North American continent, the map reproduced above is of particular interest to advertising agencies, national advertisers and others identified with the business of broadcasting. The map was prepared by the Federal Radio Commission from information procured from the countries involved.

The map unquestionably will prove of value at the forthcoming North American conference to be held in Mexico City shortly for a redistribution among the countries of the continent of wave lengths available for broadcasting. In the United States broadcasting facilities, under the radio law, are distributed according to density of population in given geographical areas. Presumably, a similar practice will be followed in the allocations at the Mexican parley.

Of significance is the fact that possibly 95 per cent of the area covered by the Dominion of Canada has less than two inhabitants per square mile. In most of the inhabitated area of the Dominion the density of population is from 2 to 18 persons per square mile. Canada's total population is estimated at about 10,000,000.

Mexico, while vastly smaller in geographical area, has about one third more than Canada's population. Morever, its inhabited area is far greater than that of the Dominion. Cuba, which also will figure in the North American conference, has a concentrated population in its small geographical area of approximately 4,000,000.

Men's Wear Can Be Merchandised by Radio

By MARION R. GREY
President, Marion R. Grey Co., Los Angeles

Leading Shirt and Tie Manufacturer Changes Attitude After Trial Period Boosts Sales 40 Per Cent

THIS MANUFACTURER until recently firmly believed that radio is a medium only for institutional advertising and is practically valueless for direct merchandising. On account of a social contact with Guy Earl, president of KNX, he consented somewhat reluctantly to a 13-weeks trial program. The immediate response of listeners, reflected in letters and increased sales, astonished the company's executives. And it brought a complete reversal in advertising policy, with radio replacing newspapers and billboards in first place. In fact, the Grey Company has recently started new lines of "Frank Watanabe" neckwear and "Honorable Archie" shirts to tie in with its radio programs.

IT IS NOT always an easy matter to admit that one is wrong. But facts have proved that we were wrong in our ideas of the use of radio.

We have been users of radio for years. We have looked on radio as a medium for institutional advertising, and not for direct merchandising. If the depression has done nothing else, it has demonstrated to us that radio can be utilized by manufacturers in our line of business as the most valuable medium we have found for direct merchandising of our products.

Was Good Will Sponsor

WE MANUFACTURE shirts and neckties and sell them throughout the eleven far western states in the better grade of men's furnishing stores and high grade department stores. We could not see where radio could play any part in direct merchandising of our products.

Probably every radio station or group in the west has presented plans to us for a major expenditure of advertising money. Every year we have spent a small sum for radio as "good will" advertising. It distinctly was merely an adjunct to our regular advertising. Newspapers carried our merchandising copy and billboards carried our primary institutional copy.

Even with newspapers and billboards, we felt that merchandising could be done only on our lines of shirts. Neckwear we felt was not purchased by brand name. We thought we knew that purchasers bought neckties because of color and pattern and not by trade mark.

Gives Radio a Trial

FORTUNATELY, because of social friendship with Guy Earl, president of KNX, we granted him and Naylor Rogers, general manager, the courtesy of making a radio presentation to our executive group. This presentation resulted in our fourth quarter of 1932 being 40 per cent in gross dollars of business above our graphed expectancy of business.

KNX officials said to us: "You do not believe that we can directly effect the merchandising of your shirts. You are even more sure that we cannot directly merchandise your lines of neckties. If you will let us handle your advertising the way we believe it should be handled, and will take a 13-week contract, for six 15-minute periods per week, with a program and merchandising plan which we will prepare, we will never pester you again if the program fails."

I don't think we would have accepted their plan if it had not been that no other advertising was clicking for us and we were willing to take a chance at anything in the hope of finding something to improve business.

Therefore, while we agreed to go into a 13-week test campaign, we specified that we would make the radio advertising carry itself alone. We would not tell our dealers of the program, nor would we tie up our billboard campaign with the radio in any fashion.

Trade Gains Forecast

ON THE INSISTENCE of KNX, we prepared comparative graphs of our month by month business over each of the preceding years, 1929, 1930 and 1931, together with a graph of our first nine months' business of 1932. From these former graphs we plotted an expectancy curve for our last quarter's business of 1932. We agreed to credit KNX and our radio advertising with any gains in business.

Before the program started, KNX officials presented to us a detailed statement of the percentage of our business they expected to effect in each one of the sales areas, in each of the eleven far western states. They pointed out that their percentages were based on the direct proportion of total number of receiving sets in the eleven far western states. Curiously enough, our own auditors' report as of Jan. 1, 1933, shows that these original percentages given to us in September, 1932, were not off more than one per cent, with the exception of two states. These two states were New Mexico and Colorado.

Broad Program Appeal

THE ENTIRE program was turned over to the production department of KNX. We went on the air with a six day program at 7 o'clock each evening for 15 minutes. The program was a continuity skit aimed to please women and children as much as men. It was the daily happenings in the life of two principal characters, Frank Watanabe, a Japanese houseboy, and his employer, the Honorable Archie, a young Englishman in Hollywood. We offered colored drawings of the various characters in the program, which children could cut out for paper dolls. We also offered squares of silk made from scraps in the cutting room of our necktie department. These were for women to sew together for pillow covers and the like. Both the silk squares and the colored drawings were given in exchange for dealers sales slips showing sales of our products.

Our lack of confidence in the plan had resulted in our giving no information of any kind regarding the program either to our salesmen calling on the trade, or to our retail outlets. We were thus utterly unprepared for what happened. Within a week we were so flooded with correspondence from our 1200 retail dealers that we had to develop a complete dealer tie-up plan.

Astonished at Response

ALMOST from the start we were dumbfounded at the public response. Within three weeks we decided that our entire former advertising picture should thereafter be tied about our radio program, and that it should be the adjunct of the radio and not radio the adjunct to other media. We redesigned our billboard paper so as to feature our program. We put out counter displays for our retailers.

Our salesmen were able to get many of our dealers to tie the radio program into their own retail advertising. In Pasadena, for example, we had for years four principal accounts. Because of our radio program, we took on a new account and prevailed upon him to feature our name and program on billboards of his own. This new account did more business in November and December than all the four old accounts together.

Actual Results

HERE IS what we found after 13 weeks:

We did 40 per cent more business in dollars and cents than our expectancy graph had indicated. Because of a lower wholesale price this actually was a larger percentage in dozen lots of our products.

We increased our total number of dealers. Dealers which we had dropped because of poor credits, came in and bought for cash.

Our returned goods from retailers decreased 90 per cent.

We sold neckties by brand name on demand of shoppers.

We increased the business of our retailers in other lines than ours, as the sales slips turned in to us for colored drawings and squares of silk clearly proved.

We created an immediate demand for exclusive patterns which competitive manufacturers did not have.

We increased our proportion of the business in our lines with each of our retailers.

We found that, at least during periods of depression, we can get more direct response from radio than from any other advertising medium and that our advertising plans for 1933 must make it our major medium, with the rest of our advertising supplemental.

Second Bank in Chicago Starts Radio Program

ANOTHER Chicago bank is employing radio as a medium of maintaining and creating good will. The Livestock National Bank, located in the Union Stock Yards, on May 28 started a daily concert over WAAF, the DAILY DROVERS JOURNAL station, also located in the Yards. The concerts are presented from 12 to 1 o'clock on week days and consist of classical and light classic musical recordings. The Sunday concert consisting of recordings of symphony music, is presented at 4 o'clock.

These periods have been broadcast by the station as sustaining features for the last two years. Chimes from the bank building tower, a replica of Independence Hall, open and close each of the broadcasts. The account was handled direct. The Northern Trust Company, big loop bank, has been sponsoring a half-hour program each Friday night over WMAQ, Chicago, for the last two years.

15 Per Cent Fees Of Agency Upheld

Counterpart of Young Report Much Needed for Radio

EVOLVED through the years rather than deliberately and arbitrarily fixed, the method of advertising agency compensation now in force is found by James W. Young, professor of advertising of the University of Chicago, to be "the most practical one for maintaining the true and long-run interests of all advertisers and publishers."

Prof. Young, who was formerly vice president in charge of the Chicago office of the J. Walter Thompson Co., and who is still a titular vice president of that agency, draws this conclusion in his long-awaited report on "Advertising Agency Compensation in Relation to the Total Cost of Advertising", published in book form May 27 by the University of Chicago Press.

Answer to Critics

THE REPORT was rendered as a result of the requests of the American Association of Advertising Agencies and the Association of National Advertisers for a study of the agency structure that might answer the constant fire of criticism that has been levelled against the commission system. The report was made to a committee composed of R. R. Deupree, president of Proctor & Gamble, representing advertisers; Lee W. Maxwell, president of the Crowell Publishing Co., representing publishers, and A. W. Erickson, chairman of McCann-Erickson, Inc., representing agencies.

Largely concerned with published advertising as handled by agencies, the report was based on an intensive survey of agency-advertiser relationships. While generally upholding the 15 per cent commission, it finds that agency rates have varied from 10 to 25 per cent. It seeks to dispel the suspicion that most of the large advertisers place their business at less than card rates.

Advertisers Satisfied

MR. YOUNG found in his researches that of 101 important national advertisers who answered his inquiries, 86 asserted that an agency is necessary and desirable because they could not maintain an advertising staff of equal ability at a cost as low as 15 per cent and because they considered the outside viewpoint desirable. Fifty-four declared the agency relationship must be one of mutual interest and confidence, and 52 said their agencies had contributed in an important way to the success of their businesses. Only 19 considered 15 per cent an excessive commission.

Radio is mentioned only with respect to the reliance of the networks on revenues through agencies. Mr. Young shows that all the national network revenues come through agencies; that 15 to 30 per cent of total newspaper revenues come from national accounts and that more than 95 per cent of this is placed through agencies; that more than 99 per cent of major magazine advertising is handled through agencies and that more than 75 per cent of outdoor advertising is placed by agencies.

The report is interesting for its historical background as well as the viewpoints toward agencies expressed by large advertisers and its description of the inner workings of agencies. To radio interests it should contribute a much-needed better understanding of agency problems.

Mural Tribute to Radio at Chicago Exposition

WESTINGHOUSE, pioneer in radio development, pays tribute to "Radio Broadcasting" in a decorative mural which it will display in its exhibit at the World's Fair in Chicago. To carry out the design, sheets of aluminum are dyed in desired colors, cut out to pattern and inlaid in the micarta's gleaming black surface. The finished product is noted for its richness of quality and its permanence.

KDKA and its associated short wave station W8XK are used as a central theme in this mural's design. The background is a map of the world which has shrunk to the size of a neighborhood by reason of the far reaching effects of radio. Concentric rings, centered about the map location of Pittsburgh, the home of Westinghouse and KDKA, bind the whole world together in this universal communication. The radio waves sent out from KDKA can be picked up in the icy igloo of the north, amid the wheat fields of Argentine or the wilds of Africa. They tie in such widespread groups as Byrd's little band of the Antarctic wastes, valiant explorers flying over the North Pole and hardy sailors in ships plying the seven seas.

Side panels on the mural portray radio's benefits; how radio brings in a twinkle of an eye a million family firesides to the ringside of an important boxing match, to the platform of key political speeches, to a point of vantage in great public gatherings, to orchestra seats at the theatre, concert and opera, to outstanding religious ceremonies and to the better night clubs and dance orchestras.

In the picture, Miss Vera Goga impersonates "the voice of radio broadcasting", whispering to the listening world.

Donald R. Dohner, director of the art-engineering department of the Westinghouse Company, designed the panel and supervised its manufacture in the Westinghouse shops.

Ewin Davis Named

EWIN L. DAVIS, former chairman of the House Committee on Marine, Radio & Fisheries, who has been active in radio legislation since the enactment of the Radio Act of 1927, has been nominated by President Roosevelt as a member of the Federal Trade Commission. Judge Davis was a Representative in Congress from Tennessee for many years, but was defeated in the Democratic primaries last fall.

WNEL have been assigned as the call letters for the new station licensed by the Radio Commission at San Juan, Puerto Rico. The licensee is Juan Piza.

Old Gold Expands

TWENTY STATIONS have been added to the CBS network carrying the P. Lorillard & Company's Old Gold program with Fred Warings's Pennsylvanians. Wednesdays, 10-10:30 p.m., EDST, making a total of 80 stations. This is said to be the largest hookup for a regular series. The stations added on May 24 are: WQAM, WDBO, WDAE, WICC, KVOR, WLBW, WBIG, WKBH, WFEA, WISN, WODX, WTAR, WMBD, KOH, WDBJ, WTOC, KSCJ, KFH, WORC and WNAX.

Big Hotel Account

SEEKING to attract guests visiting the Century of Progress Exposition, the Palmer House, Chicago, on May 21 started Floyd Gibbons as "The World's Fair Reporter", with two-minute dramatic sketches in which a hotel official greets visiting notables, over an NBC-WJZ network of 11 stations, Sundays, Tuesdays, and Thursdays, 8:45-9 p.m., EDST, and a repeat for seven mid-western NBC stations, 11:15-11:30 p.m., EDST. Lord & Thomas, Chicago, handles account, which is the first extensive sponsorship of a network program by a hotel.

Broadcasts Mark World Exposition

Chicago Stations, No Nets, To Use Fair's Studios

THOUGH the radio broadcasting industry has provided no exhibit for the Century of Progress World's Fair at Chicago, both national networks and a majority of the local stations in Chicago were scheduling broadcasts of the outstanding events of the exposition beginning May 27.

Contrary to the original plan, the networks and stations decided against building on the grounds studios from which regular broadcasts would be made. The fair officials instead have constructed three large studios with large auditoriums, and from these several of the local stations will present broadcasts.

Networks Decline

THE HITCH in the arrangement to have the networks present regular broadcasts from the studios came when the network officials declined to participate because admission is to be charged to the exhibit. The studios have been included in the Hollywood group for which there is an extra charge of admission.

Certain exhibitors now on the air, or who will sponsor programs from their own exhibits, are planning to handle large crowds drawn by the popularity of the air features. Among these will be the Pabst Blue Ribbon Casino, at which Ben Bernie, Guy Lombardo and Buddy Rogers with their orchestras will entertain. Others are the Old Heidelberg Inn, the Victor Vienna Garden Cafe, the Great Atlantic & Pacific Tea Company with the A. & P. Gypsies, General Motors, Household Finance, Realsilk, Barbasol, Carnation Milk, Texas Company, Sinclair Refining Company, General Cigar Company and numerous other radio advertisers.

RCA Has Big Exhibit

THE RADIO CORPORATION of America and its subsidiaries are presenting a mammoth exhibition, occupying the entire 10,200 square feet of show space in Radio Hall. Among the exhibits will be an RCA Victor Color Organ, a replica of Radio City, an electric map of the NBC networks, the original Alexanderson alternator and numerous examples of RCA products in the making.

Seventy-two pick-up points have been established within the fair grounds, necessitating the stringing of more than 600 miles of line. Connected with the broadcast system will be a public address system serving the entire exhibition area.

Radio amateur short-wave transmitting equipment, which has been located temporarily in the Administration building, will be housed in an extensive exhibit in the Travel and Transport building. Code messages to the amateurs in all parts of the world will be transmitted from that point. Call letters of the stations are W9USA and W9USB.

The CBS network has tentatively planned 16 broadcasts for the opening month alone.

Bridge Feature Ties-in 13 Merchants

Cards Called by Sponsor Markings, Charts Distributed By Advertisers, Prizes Awarded Each Week

By H. K. CARPENTER
Manager, WPTF, Raleigh

A UNIQUE scheme by which radio stations may obtain advertising from local merchants is proving successful on WPTF, Raleigh, N. C. Designed to attract all bridge players—and who isn't?—the daily program provides double advertising for the sponsors, their names being printed on the cards which are called by these designations in the bridge games. Oddly enough, WPTF found that 9:30 to 10 a. m. was the most suitable time to attract bridge players. Weekly prizes include such valuable items as an electric bridge dealing table, a set of golf clubs and a radio receiver.

THE MERCHANTS' Radio Bridge Game was originated by Harry M. Morrill and J. H. Powell of Atlanta. The system is copyrighted by them and is sold by radio stations to 13 merchants, each in a different business classification. Each merchant profits twofold by this type of program—first, from the direct advertising by radio, and, second, from the printed ad on the charts.

Charts provide the key to the broadcast of hands. The 52 cards are printed in four rows, one suit to a row, and each of the 13 sponsors is allotted one card in each suit. This gives each sponsor four cards in all, and in the center of each card there is a space in which an advertisement is printed. This advertisement features the name, location and business of the sponsor who has been allotted that particular card. These advertisements, printed on the cards, provide the key to the weekly broadcast of bridge hands, since the cards are called by the name of the sponsors rather than by the card designation.

Advertising Tie-in

BECAUSE of the manner in which the hands are called, the listener has to listen to the advertising lines. Two hands are described Mondays and Tuesdays. On Wednesday we broadcast the Contract Bridge Forum, which consists of questions and answers and the analysis of unusual hands. This feature is worked out by an associated teacher of the Culbertson studios, who also judges the hands that are sent in. On Thursday the entire hand is repeated to be checked for errors, and on Friday the names of the winners are announced; also on this day the method of analyzing the hands is given for persons who have entered the contest for the first time that week. On Saturday the hand, as analyzed by the Culbertson teacher, is broadcast with players actually around a table in the studios. Then on Saturday night a brief program is broadcast and the prizes are presented to the winners in the studio.

Four prizes are awarded each week, with the winner sending in the best solution having the choice of three first prizes. The prizes are the same each week, and are awarded for the best bidding, analysis of bidding and play and individual effort.

Popularity Increases

THE RADIO Bridge Game has been carried by WPTF for seven weeks and is increasing in popularity daily. For a week before the program was introduced, we made a diligent survey of bridge players throughout the city in an effort to find what time the broadcast would reach the greatest number of persons interested in bridge, inasmuch as the program is designed primarily for those taking an active interest in the game. After experimenting with three different times on the air, we found that 9:30 to 10 a.m. is the most suitable time for this broadcast, and we are expecting to keep it scheduled at this morning hour until the expiration of the program.

The method which we are now using is our own adaptation of the original plan devised by the copyright owners. We felt that the needs of the sponsors differ in each community, and for this reason we are convinced that the manner in which we are now handling the program is an improvement over the original system for our territory. We have arranged the broadcast to feature a highlight on each day, thereby creating an incentive for listeners to tune in, even though a hand is not described except on Monday and Tuesday.

Merchants Pleased

THESE PROGRAMS are not limited to Raleigh but are available to all listeners in our coverage areas. Of course, those listeners living outside the city often cannot call on one of the advertisers to obtain charts, but the sponsors have been glad to provide them by mail.

We have found the merchants associated with this broadcast cooperative in every respect, and their comments indicate they are more than satisfied with the results obtained from this up-to-date and rather unique type of advertising. We feel that the plan contains all the best elements of advertising. The campaign runs for 13 weeks. Not only is the program highly instructive to the listening audience, but it is producing tangible results for the advertiser, as evidenced by the fact that listeners are going into the stores to obtain the charts. The number of written contest entries sent to the station is another evidence of direct results obtained from the sponsorship of such a program.

Listeners Delighted

AS AN added feature, from the merchants' standpoint, we are canvassing bridge players in the city and explaining the contest to them in an effort to increase our audience.

Listeners' comments are that the broadcasts have taught them the correct method of playing contract bridge as regular bridge lessons from a teacher would have done. At the beginning of the broadcasts, members of the audience who were just learning to play contract bridge were hesitant about entering the contest but after listening to several of the programs they became interested in the game and are submitting solutions.

Portion of Large Chart Showing How Radio Bridge Game Advertises Local Merchants

Fickett Radio Director Of Gotham Advertising

Mr. Fickett

KENNETH FICKETT, long identified in radio as an announcer, station manager and program producer, has been named radio director of Gotham Advertising Co., New York agency, which currently is handling "Jack Frost Melody Moment" program on an NBC-WJZ network and which is now preparing a recorded series for Toddy, Inc., subsidiary of Grocery Store Products, Inc., New York. Latter sponsor used the "Tarzan" transcriptions this spring over selected stations.

Mr. Fickett joined WGR, Buffalo, in 1924. He went to NBC in York in 1927, later joining the former Judson Radio Program Corp., then the Adams Broadcasting Service. For Gotham he will direct the preparation of programs for network presentation and also the preparation of electrical transcriptions.

Schlitz Gets Ready

SCHLITZ BREWING Co., Milwaukee, is reported to be preparing to go on the air over NBC from Chicago. If contract is signed, it will be the first brewing company to go on a national network since 3.2 beer was legalized, except for the change in the Premier-Pabst Sales Company's "Blue Ribbon" programs, featuring Ben Bernie, to include its brew as well as malt. Schlitz may also supplement its network program with spot. Its agency is Freeze-Vogel-Crawford, Inc., Milwaukee.

RADIO is to be enlisted in a campaign against the common house fly in France, with speakers enlisted by the Office National d'Hygiene Social to give housewives scientific information on how to rid their homes of the pests.

Educational Program Sources Proposed to Advisory Council

Lafount Suggests Government Give Features; Tyson Would Form National Institute

Mr. Lafount

TWO PLANS to make available educational programs of accepted excellence as sustaining features over independent stations and networks, without resorting to the extremes of either government ownership of stations or the setting aside of exclusive facilities for educational stations, were presented to the National Advisory Council on Radio in Education at its third annual assembly in New York on May 19.

A suggestion that the government itself make available such features, and thereby provide all broadcasters with the "finest possible sustaining programs," was made in an address by Radio Commissioner Harold A. Lafount. He predicted that the government, in the near future, will establish a few powerful short wave stations to broadcast such programs for pick-up and rebroadcasting by networks and stations.

Program Institute Proposed

Mr. Tyson

FORMATION of a "National Radio Institute", entirely apart from any organization now in the educational broadcasting field, but anticipating the cooperation of all, and having as its sole purpose the raising of funds for devising and producing programs of generally accepted excellence, was proposed by Levering Tyson, director of the council, in his report. With a budget of $1,000,000, he declared, such an organization could devise programs that would equal if not surpass anything the centralized educational systems in Europe have produced.

The council, created several years ago to further the development of education by radio, confined its 1933 assembly to one day of continuous discussions and speeches on this broad subject. Hector Charlesworth, chairman of the newly created Canadian Radio Broadcasting Commission, discussed the Canadian broadcasting set-up, with particular reference to advertising limitations on commercial programs and the new regulations; C. M. Jansky, Jr., consulting radio engineer of Washington, addressed the 200 delegates on the engineering crisis in American broadcasting; Lloyd Espenschied, engineering executive of the American Telephone & Telegraph Co., discussed broadcasting aspects of the International Radio Conference at Madrid last year; Frank A. Arnold, of Albert Frank-Guenther Law, Inc., advertising agency, spoke on radio as a social force; Prof. Herman S. Hettinger, of the University of Pennsylvania, analyzed studies concerning the radio audience, and Miss Katherine Ludington, National League of Women Voters, led discussion on "The Air as an Open Forum."

Lafount Lauds Nets

FAILURE of all elements in broadcasting to make better use of sustaining time, which has increased tremendously because of economic conditions, prompted Mr. Lafount's recommendation that the government go into the business of program production. He made it clear, however, that he did not believe programs on the whole are deteriorating.

"NBC and CBS are to be congratulated for maintaining a high standard of programs during this depression period," Mr. Lafount said. "I recognize the fact, however, that many of the 450 stations not affiliated with these chains, and 50 others who broadcast chain programs only a small portion of their time, are having difficulty in providing worthwhile sustaining programs."

The Commissioner said that a recent Commission study shows there are approximately 25,000 hours a week of unsold time now being used for sustaining programs. "This time is often used to broadcast material of little entertainment and, perhaps, of no educational value," he asserted. "I say, generally speaking, this sustaining time is not used as intelligently as it should be."

After analyzing statistics covering chain programs and station affiliations, Mr. Lafount said these show that on an average there are more than 500 stations broadcast-

(*Continued on page 33*)

CANTOR WINS
WHK Sponsors Essay Contest Among High Schools

ASKED the question, "What radio program do you like best and why?" 1,000 high school pupils in Cuyahoga County, Ohio, embracing Cleveland, voted the Chase and Sanborn Hour with Eddie Cantor the best, the Maxwell House Showboat a far-away second and the Robert Burns program with Guy Lombardo and Burns and Allen a close third.

The contest was sponsored by WHK, Cleveland, and the boy and girl whose essays are judged best will be taken to the state capital, Columbus, and to the studios of WAIU, sister station of WHK.

A wide variance of opinion was expressed by the students. Of the programs which drew more than one favorable vote, 20 are heard on WHK, 15 on WTAM, 13 on WGAR and one on WJAY.

Rudy Vallee and Buck Rogers tied for fourth place in popularity, Jack Pearl ranked fifth and Myrt and Marge sixth. Fred Allen and Colonel Stoopnagle and Budd both garnered more votes than Amos 'n' Andy. The Wheatena program, Lowell Thomas, the Goldbergs, Sherlock Holmes, and baseball broadcasts, however, outranked all the latter comedians.

Leniency in Canadian Advertising Rules Admitted by Chairman of Commission

5-Per-Cent Restriction Applies Only to Sales Talks, Spot Announcements Limited, Charlesworth Says

Mr. Charlesworth

THAT the Canadian limitation on advertising in commercial programs is not as rigid as it appears at first blush was indicated by Hector Charlesworth, chairman of the Canadian Radio Broadcasting Commission, in an address May 19 before the third annual assembly of the National Advisory Council on Radio in Education in New York.

While the regulations limit advertising to 5 per cent of the program period, Mr. Charlesworth explained the Commission has defined that percentage to apply only to "direct advertising" or straight selling talks. The Commission, under certain circumstances, he explained, permits "indirect advertising", such as casual allusion to a product or a joke about it without counting it in the 5 per cent limitation.

Spot Advertising Cut

THE BIG advertisers, Mr. Charlesworth declared, do not present any problem. The Commission has experienced its chief difficulty with "spot" advertising originating in local centers. "It is a type of advertising distasteful to the public and is absolutely prohibited between the hours of 7:30 and 11 p.m.," he said. "Appeals from stations and broadcasting groups to allow a string of short advertisements to be run off one after another at certain times, as in the past, have been rejected."

Mr. Charlesworth declared also that news broadcasts present another difficult problem as in the United States. He said Canada has had to deal with many cases of "sheer piracy where a shoe merchant would take a newspaper and read off all the important news." The Commission, he said, is now negotiating with the Canadian Press, to which all daily newspapers in Canada belong, for regional news broadcasts, which would "give them exclusive privileges in this respect as the surest guarantee of accuracy and service."

The bulk of the 108 regulations promulgated by the Commission, Mr. Charlesworth declared, are of

(*Continued on page 32*)

Roosevelt's Secretary In Weekly RCA Victor New Network Program

COL. LOUIS McHENRY HOWE, President Roosevelt's confidential secretary since his Albany legislative days and chief of the White House secretariat, will be featured in a new NBC-WEAF network Sunday night series starting June 4 and sponsored jointly by RCA Victor, RCA Radiotron and Cunningham Radio Tube companies. Col. Howe will be interviewed on current governmental affairs at 10 p.m., EDST, by Walter Trumbull, writer of the North American Newspaper Alliance.

Trumbull will act in the capacity of a private citizen, interrogating Col. Howe on matters of current interest. The radio audience will be asked to use Trumbull as its spokesman and urged to write him the questions they would like asked. Lord & Thomas, New York, RCA agency, is handling the details.

The program will mark the return of the RCA companies to the air after an absence of two years. A special dealer program was carried over a nation-wide NBC-WEAF network the afternoon of May 31 under sponsorship of RCA Victor to mark the launching of the summer merchandising campaign. Speakers were E. T. Cunningham, president of RCA Victor; E. A. Nichols, vice president in charge of sales, and Dr. W. R. G. Baker, vice president in charge of engineering.

NAB Section to Meet During AFA Session

THE PROGRAM for the Advertising Federation of America convention in Grand Rapids June 25-29 is rapidly nearing completion. The second annual meeting of the NAB commercial section will be held on June 27 in connection with the convention. Plans for this session were discussed May 11 in Washington by H. K. Carpenter, WPTF, Raleigh, N. C., chairman of the section, with Earle Pearson, manager of the AFA, and Philip G. Loucks, NAB managing director.

Preparations are being made for extensive broadcasts of the proceedings, and outstanding radio entertainers will participate. Senator Arthur H. Vandenberg, of Michigan, will deliver the keynote speech.

Educator Appointed

DR. GEORGE F. ZOOK, president of the University of Akron, has been appointed U. S. Commissioner of Education by President Roosevelt, succeeding Dr. William John Cooper, who will join the faculty of George Washington University. All radio educational activities of the Office of Education, Department of Interior, will come under his jurisdiction, the work being directed by Dr. C. M. Koon. Dr. Zook has long been interested in radio, his institution having cooperated for many years with WADC, Akron, in offering courses in radio speaking and radio engineering.

Furrier Flaunts Depression by Radio

Chicago Brothers Expand During Three Dark Years While Extending Advertising to Four Local Stations

By IRVING AUSPITZ
Auspitz & Lee
Advertising, Chicago

THIS MIGHT be termed a modern Horatio Alger story, except that it happens to be truth rather than fiction. It deals with the remarkable growth of the Evans Fur Company from an obscure enterprise three years ago to a dominating position in the Chicago fur business today. From a modest expenditure on one station, this concern concurrently increased its radio advertising appropriation until now it spends $40,000 a year on four local stations and is on the air every day of the week. Its volume of business has reached $500,000 annually, although no other advertising medium, save follow-up mail, has been used to date.

Mr. Lee

THIS IS the story of a Chicago furrier who seized the wolf of depression by the fang, turned him inside out, threw the carcass at his competitors and sold the pelt for a fortune. Staking modest capital against what a backward glance would call overwhelming odds, at a time when retailers of even everyday replacement merchandise were retrenching, and in the face of one of the sharpest declines in the entire history of the fur business, this obscure firm on the twelfth floor rear made a head-on attack at the entrenched competition of mighty State Street, austere Wabash Avenue and haughty Michigan Boulevard. Wall after wall gave way before the insistent campaign of this aggressive stranger until today an entire floor is being imposingly reconstructed to house this prosperous giant among the fur enterprises of the city.

Launched in Depression

IT WAS in March, 1930, that A. L. Meltzer and his brother, H. H. Meltzer, made so bold as to list their firm name, the Evans Fur Company, in the telephone directory; a period, incidentally, when even the compositors in the printing shop, where the telephone books are published, were surprised to see an addition under the "Fur Stores-Retail" classification.

The brothers were comparative newcomers to Chicago, and times were far from good for such a commodity as furs. Still their ambitions were not reflected through the rainbow colored prisms of impulsive inexperience. No one who knows the Meltzer brothers would ever accuse them of this. True they were young and eager. But they were far from being rookies in the technicalities of the fur business. They already had won veterans' chevrons in the complex art of buying and marketing this highly variable product. And in addition to that they had a very sane idea of what they were up against.

Faith and Mountains

BUT THEY had faith that beneath the blinding fog of uncertainty that was then forcing so many fur merchants onto the rocks of failure or into the dry docks of dispair there existed a vast volume of cash fur business for the firm with initiative enough to go after it. Rather a vague supposition, perhaps, but as the brothers Meltzer figured, that's what many wise men said back in 1492 when Columbus took a chance. It was this conviction that first gave them the incentive to launch, against all precedent, on a course of their own charting that in three years led them to their present enviable position among Chicago's retail establishments. And it was this same perspective that gave them the vision to make the first important departure from the conventional in the establishment of a merchandising and advertising contact with the Chicago public.

It would have been a normal thing if the Meltzers had followed the beaten path and put advertising down as a necessary evil, much like rent. Certainly they could have found many things apparently of more importance to engage their attention at that busy time.

"At this point, however," related A. L. Meltzer, "knowing the importance of the right advertising plan, we realized that our plans were leading us away from the fur business proper and into another field equally as technical. And although we were small beginners we recognized the wisdom of placing our publicity problem in the hands of an experienced advertising and merchandising analyist, much as we would lay our legal problems before a good legal counsellor.

Novel Publicity Advised

"IT WAS at this critical moment that we made connections with Adolph F. Lee, who ever since has counselled with us and directed the activities which have made the Evans Fur Company one of the best known and most successful retail fur concerns in this city. Mr. Lee graphically showed us that our outstanding opportunity for recognition rested in the establishment of a brand of publicity that would not be offset by the regulation advertising of firmly established, larger competitors, and that would be so dynamic, so compelling, so essentially original in character and concept that it would inaugurate a new era, a new vogue, so to speak, in fur advertising. Thus we would evade the necessity for playing our competitors' game and of attempting to make our small appropriation compete in attention value with the larger sums lavished by other 'Loop' concerns whose name plates in themselves perhaps meant as much to the public as everything else the Evans Fur Company could do."

But even that, as Mr. Lee pointed out, wasn't the most important element. He maintained that the Evans Fur Company couldn't afford to wait until ordinary institutional or even so called "sale" advertising could build sufficient prestige to break through the charmed circle of those in Chicago who had money to invest in furs at that time. Such procedure, Mr. Lee explained, might easily be ruinous to a much larger, much older established company, especially during a strictly buyers' market. It followed that the campaign of the Evans Fur Company must be powerful enough in its own right to reflect prestige on the unknown firm name, and persuasive enough to induce great numbers of women to turn away from their regular furriers or refrain from spending their money for other articles, and take an elevator to the twelfth floor of the Butler Building. Only in this way, according to Mr. Lee's analysis, could the smaller advertising investment be transformed into liquid cash often enough to continue advertising operations on a profitable scale.

Original Broadcast Unique

IT WAS on the strength of this logic that the Evans Fur Company turned its back on every precedent known to the fur business, and conceived and instituted the now famous radio broadcasting and direct mail follow-up campaign that carried this firm through the depths of the depression with flying colors and established the Meltzer brothers among America's most successful retailers of furs.

It was in July, 1930, that Station WCFL introduced the Evans Fur Company to its audience. This premier, the first of a test series, was the beginning of what was destined to be one of the most spectacular local broadcasting achievements in the log books of Chicago radio stations. This was not "just another program." The Evans Fur programs were trimmed to a unique pattern.

Within an hour after the first broadcast the unseen radio audience became tangible customers in that twelfth floor rear fur store. From then on the Evans messages went over WCFL six days a week, and before the end of the first season the station was carrying the program seven days a week. Soon the 700 square feet of space known as the Evans Fur Company had to be expanded.

Other furriers were advertising. Other fur shops were much more conveniently located on ground floor premises and otherwise. But Evans did the business of the town, month after month. At first competitors said this success couldn't last. They finally bought time on the air themselves, and in some instances even copied the Evans programs almost word for word.

Other Stations Added

AT THE END of the first year the Meltzers' profit amounted to more than they had expected to see for some years to come. But they didn't stop there. In July, 1931, Station WBBM was added, thus giving Evans two outlets on air. History was repeated here, and the Evans programs spread over seven days every week on this key Chicago outlet of the CBS. In the spring of 1932, regarded now as the darkest hour of the depression, the Evans Fur Company added still another radio station to its list. This time it was WJJD, with a four times weekly program. Then in quick succession, starting in July, 1932, WLS and WGES were added, the latter featuring a foreign language hour.

These four stations continue to broadcast the Evans Fur Company's messages over a territory which includes at least five great middle western states. Customers come from points a sleeping car jump away from Chicago, and in some instances the store has been kept open Sundays to accommodate these out-of-town buyers.

The second year saw profits more than doubled; the third year, in the face of expansion and increased overhead, showed more than a 40 per cent gain over the previous year; and the entire fourth floor of a centrally located State Street building reflects the progress thus far in 1933. But, it must be said, a business of such magnitude, established in such a brief period, could not have been built on new customers alone. The friendship and loyalty of patrons, satisfied with the merchandise sold and the treatment they received played a major part in the store's success. In fact, the incidental volume in such items as remodeling, storage, cleaning, relining and repairs that the Evans' customers has given the company are important sources of income.

SYNCHRONIZATION of WBAL, Baltimore, with WJZ, New York, has again been extended by the Radio Commission, this time from June 1 to Sept. 1.

Checking Coverage by Mail Queries

Listeners Found More Truthful in Answering Letters; Station Popularity Proves Fickleness of Public

By JOHN J. KAROL*
CBS Director of Market Research

EXPLANATION of the CBS method of mapping the listening areas of its stations, which was started in the previous issue of BROADCASTING, is concluded herewith in a further justification of the questionnaire as a reliable method of obtaining accurate data on station "circulation". Mr. Karol asserts that the mail furnishes a comparatively inexpensive means of obtaining this information and that the results are more dependable than would be obtained by personal interviews.

IN ANY measurement of station ranking it is apparent that one can either measure station popularity as such or the popularity of all the programs which that station broadcasts. The popularity of any station is, of course, the sum of the popularity of all its programs. It would naturally be impossible to measure the popularity of all programs accurately by the mail questionnaire. We therefore decided we could measure station and network popularity by asking directly for it. We limited our questionnaire to the following two simple questions:

1. What station do you listen to most?
2. What other station or stations do you listen to regularly?

The use of only two questions instead of several, mathematically reduced the possible error to a minimum figure. The use of two simple questions, the second of which was largely an extension of the first, involving no change of category or concept, reduced the possible error still further.

Psychologically Sound

IN ADDITION, the above questions are most in keeping with listener psychology. For numerous reasons, the name of a station tends to impress itself especially strongly on the mind of the listener:

1. A constant repetition of the station name throughout all programs heard in the period during which the listener is using his radio.
2. The habit of looking up individual programs in newspapers or other publications in terms of the station over which they will be broadcast.
3. The necessity for identifying the name of the program with the call letters of the station from which it emanates.

All these tend to emphasize the identification of station call letters. The questions asked call for an immediate intuitive response. This response is not the product of a special judgment, but of habitual reactions based upon certain psychological phenomena:

1. Auditory memory, in the sense of constantly hearing the call letters of the station.
2. Visual memory, in the sense of calling to mind the number on the dial corresponding to the station.
3. Kinesthetic or manual memory, in the sense of the daily repetition of the physical act of tuning in.

The development of a sound procedure for the collection of the data in question necessitated, at the outset, a decision as to what would constitute an adequate sample. We experimented considerably before we decided on the actual number of questionnaires to be sent to each city. We finally sent out about twice as many cards as were necessary for statistical significance.

For example, 25,000 cards were mailed in the five boroughs of New York City and pro-rated according to the number of sets in each borough. When the first 500 cards were returned, the final answer was established. The actual percentage of votes received by each station did not vary more than 1 per cent with each successive tabulation of 500 returns. A total of over 4,000 cards was received from the New York mailing. Other cities were similarly checked. Price, Waterhouse and Company tabulated each day's returns separately and the percentage of votes cast for Columbia stations in the first five days' returns from 80 cities showed a variation of only 1.2 per cent from the final tabulation of votes.

The mailing lists were obtained from the latest telephone directories in each city. This was justified by the close degree of correlation between radio ownership and telephone ownership. Both radio and telephone owning homes tend to exclude the lowest income groups.

Variation in Cities

THE TOTAL percentage return has increased in each successive Price-Waterhouse audit. In the fourth study (which has just been completed) the percentage return was 18.1. Perhaps this is a commentary on the growing interest in radio, or perhaps it merely reflects the greater degree of radio ownership among telephone homes.

Comparing the returns from individual cities in the four audits, it is interesting to note that certain cities consistently return a low percentage, while others show a high percentage return in each audit. Among the low return cities are Chicago, New Orleans, Memphis, San Antonio, Mobile and Birmingham. Among those cities which show a high percentage return are Denver, Akron, Syracuse, Worcester, Youngstown, Atlantic City and the Pacific coast cities. The higher returns from the Pacific coast and certain industrial cities of the mid-west may reflect the activity and booster spirit. The low percentage of returns from certain southern cities may be explained by the fact that radio ownership is relatively lower in the south.

Million Questionnaires

TO DATE we have sent out over a million questionnaries, the returns from which have all been tabulated by Price, Waterhouse and Company. These mailings provide a great deal of material for interesting analyses. We have learned that the post card questionnaire is an extremely sensitive barometer. And we found that in this study none of the usual objections to a mail questionnaire were valid. The one principal objection to a mail questionnaire is its possible selection of lower income groups for replies. There are two answers to this. In measuring the relative popularity of two or more network stations, under the present structure of American broadcasting, there are no specific differences of appeal—no network which broadcasts programs which appeal to upper income levels nor one which appeals to lower income levels.

But we went beyond that. We made a personal-interview investigation pro-rating the calls according to the number of homes in each income class. This "controlled" proportioning of the interviews produced results which checked the mail question findings within a fraction of a per cent.

Results Found Accurate

BUT I started to say that we found the mail questionnaire particularly sensitive as an accurate reflection of true station popularity. For example, a survey was conducted in Hartford last summer by an independent research organization. Telephone calls were made by a crew of girls continuously from 9 a.m. to 10 p.m. Radio owners were asked to report what they were listening to at the moment of the call and what station was tuned in. The week's summary of this survey revealed a station ranking considerably at variance with our third Price-Waterhouse audit conducted 8 months previously. Since this result affected one of our affiliated stations we were anxious to check up on it. It was difficult to believe that our station had doubled its popularity vote in the course of eight months.

We sent out 1,000 questionnaires using the same form as that used in our Price-Waterhouse audits and approximately 160 usable returns were received. A tabulation of these returns checked within 2 per cent of the actual percentages shown in the telephone survey. Not convinced, we had another thousand questionnaires mailed to the same city. The returns again checked almost exactly with the previous test mailing. The explanation for this sudden shift in audience preference was found in the termination of synchronization of two stations. The station which dropped in popularity was deprived of full time operation.

Popularity Fickle

BECAUSE of shifts in the popularity of individual stations, it is necessary to conduct investigations at frequent intervals. For a network it is also necessary to obtain a simultaneous picture of popularity in all sections of the United States. The personal interview method would require an enormous staff and would be considerably more costly than the questionnaire method. Because we were seeking simple and direct information we feel that the questionnaire method is ideally adapted to the determination of network popularity.

Another application of the mail questionnaire in radio research was that employed by Prof. Elder in his studies for CBS. These investigations of radio as a sales-producing medium were conducted entirely by mail after the method was checked by personal interviews in one city. The technique was extremely simple and logical. A letter enclosing a simple post-card questionnaire was mailed from the Massachusetts Institute of Technology. Again telephone directory lists were used. The letter and questionnaire were carefully worded to give no hint as to the real objective of the survey and merely requested information concerning brands of various products used in the home.

Re Personal Interviews

TEN different categories of products, as well as a question concerning radio ownership and time of use, were included on the questionnaire. A usable return of about 15 per cent was obtained. Incidentally, these studies revealed the fact that the average radio set is in use about 4 hours a day. Since returns were obtained from homes without radio sets as well as from radio homes, we were able to set up a control group which enabled us to measure radio's influence on consumers of nationally advertised brands of these 10 categories.

The use of the mail questionnaire which required no signature in this study, tended to avoid any possible coloring of results. Psychological factors often influence

(*Continued on page 17*)

*EDITOR'S NOTE: This is the conclusion of an address delivered at the Institute of Education by Radio, Ohio State University, May 4. The first part appeared in the May 15 issue of BROADCASTING.

GET AWAY FROM THE LEVEE

Darkies still strum banjos on the levees of the South. Picturesque. Quaint. But hardly typical—even of the Race Market itself.

Banjo strumming markets don't double the number of radio sets in two years. Banjo strummers can't account for the fact that our proud parent, National Life & Accident Insurance Company, has just hung up an all-time record for business written (with WSM, incidentally, forming the backbone of the promotion program that brought in these cash sales).

Banjo strummers do not account for the cash business that amazes veteran radio men, when it comes rolling in after a WSM show.

In your selection of media, take a look at the South as it really is, away from the levees. Take a look at WSM. We have based our rate-card on Southern coverage—and we give you more than value received in that market. The national response you also get is a pleasant surprise that you don't pay for.

It's mighty shrewd to buy WSM—but you don't have to be shrewd to do it. We have just one rate card, and it goes for everybody.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Food-Drugs Law Revision to Await January Congress

Cosmetics Covered in Draft Sent to Attorney General

THERE is little likelihood that the administration's bill for revision of the food and drugs act to afford greater protection to the public will be considered at the current special session of Congress, but it is scheduled to become one of the first orders of business at the new session which convenes next January, according to the Department of Agriculture.

Assistant Secretary of Agriculture R. G. Tugwell, has announced that a proposed draft of the bill, which now includes regulation of advertising of cosmetics, as well as foods and drugs, was submitted to the Department of Justice for review. Attorney General Cummings, however, has been out of town and there was no indication as to when the draft would be returned to the Agriculture Department with his opinion.

Advertiser Responsible

THE MEASURE is of importance to the radio and advertising industries because of the large number of accounts on the air sponsored by food, drug and cosmetic manufacturers. Responsibility for truth in advertising, however, would rest with the manufacturer, distributor or dealer, under the proposed legislation, and not with the medium used or the agency.

Salient provisions of the bill prohibit misleading advertising of foods, drugs and cosmetics in newspapers, periodicals and over the radio; require full labels regarding ingredients of a product; empower the Secretary of Agriculture to define and enforce standards for different classes of foods, drugs and cosmetics; define as drugs, mechanical devices intended for treatment of disease and correction of abnormal conditions.

Prof. Tugwell Explains

IN HIS STATEMENT, Prof. Tugwell explained the new legislations as follows:

"The most important provision in the proposed draft is the expansion of the act to include cosmetics and to regulate advertising of foods, drugs, and cosmetics.

"The new draft does not propose censorship of advertising in advance of its use. However, under its provisions false advertising may be penalized by prosecution in the federal courts. Prosecution for false advertising will be directed against the source rather than against the medium in which it appears. This will put the responsibility for truthful advertising squarely upon the manufacturer, distributor, or dealer.

"The truth or falsity of advertising will be measured essentially by the same standards as those employed to determine the truth or falsity of label statements.

"The restrictions against adulterations have been strengthened, particularly in those instances where the public health is concerned. The requirements in regard to labeling have been broadened by the deletion of 'jokers' in the present law and by providing for sufficiently full information so that purchasers may know just what they are buying.

"When traffic in foods, drugs and cosmetics of any kind may be inherently harmful to public health and cannot be adequately controlled by the other provisions of the bill, the Secretary is authorized to place the manufacturers of such commodities under a license requiring the maintenance of sufficient safeguards.

"A provision in the new bill authorizes the Secretary to establish food standards having the force and effect of law. The absence of such a provision in the present law, except for the limited field of canned foods, has seriously impaired the effectiveness of control and made enforcement more expensive.

"The new bill defines as drugs, mechanical devices intended for the treatment of disease. It also regulates preparations and devices recommended for the correction of abnormal physical conditions which are not, strictly speaking, diseases."

Hearst Syndicate Signs Hill for News Column

Mr. Hill

HEARST'S King Features Syndicate, which supplies varied features to hundreds of newspapers, apparently is not taking the "radio menace" to the press very seriously, for it has just signed Edwin C. Hill, ace CBS commentator, to do a column six days weekly under the same title as his sustaining broadcasts, "The Human Side of the News". Mr. Hill's first assignment took him to Washington to cover the Senate banking investigation, and he continued his broadcasts from WJSV there.

Ed Hill, for many years star reporter of the NEW YORK SUN, took a leave of absence from that newspaper a year ago to try his hand at radio. He was an instantaneous success, as evidenced by his winning the 1933 radio editors' popularity poll conducted by the NEW YORK WORLD TELEGRAM. He appears three nights weekly in CBS sustaining talks, and on Friday nights puts on the "Inside Story" feature sponsored by Socony Vacuum and handled by Batten, Barton, Durstine & Osborn, New York.

Power Increase Topic Of NAB Section Meet

HORIZONTAL increases in broadcasting station power will be the principal subject of discussion at the meeting of the NAB engineering section in Chicago on June 26. The Institute of Radio Engineers will hold its annual meeting there at the same time. Dr. C. B. Jolliffe, chief engineer of the Radio Commission, has been invited to attend the meeting.

The movement for a horizontal increase, such as the boosting of power of all classes of stations perhaps fivefold, has been gaining momentum in recent weeks and is being discussed particularly with reference to any possible revision of allocations which might be decided upon by the Commission following the North American Conference in Mexico City in July.

SPICE OF RADIO

Variety in Call Letter Breaks Pleases WCAU Fans

RADICAL changes in the presentation of call letter announcements every 15 minutes have been put into effect by Stan Lee Broza, program director of WCAU, Philadelphia. Most stations use the standard style: "This is XYZ, Hoskosh" or just "XYZ, Hoskosh".

Recently, without any notice to the public, WCAU changed the method of call letter announcements, and within the next few days several hundred letters were received congratulating the station. Sixteen different announcements have been prepared, and it is only necessary to repeat every four hours.

Samples of the variations in announcements follow:

"WCAU in the city of Philadelphia," "The city Philadelphia, the station WCAU," "WCAU broadcasting from Philadelphia," "You are tuned in to WCAU in the city of Philadelphia."

Yost and Pratt Resign Positions of Examiners

RESIGNATIONS of Ellis A. Yost, of West Virginia, as chief examiner of the Radio Commission, effective July 1, and of Elmer W. Pratt, examiner, effective June 1, were formally announced at the Commission May 24. Simultaneously, it was announced that Ralph L. Walker, attorney in the legal division, had been transferred to the examiners' division, a post he formerly held, and that George H. Hill, also in the legal division, would become an examiner July 1.

Mr. Yost plans to return to private practice of law, but has not yet divulged the details. Mr. Pratt will engage in private practice, specializing in radio, and will make his headquarters in Washington.

Rosel H. Hyde, examiner, has been transferred to the legal division at a salary of $3,200. As an examiner, he drew $4,600. Mr. Walker retains his present salary of $4,600 as an examiner, and Mr. Hill will be increased from $3,800 to $4,600 upon assuming the examinership.

Baker on RCA Board

NEWTON D. BAKER, former Secretary of War and special counsel for the NAB in copyright matters, on May 19 was elected a director of RCA to fill the vacancy created by the resignation of Owen D. Young, according to an announcement by David Sarnoff, RCA president. Mr. Baker is also a director of the Baltimore & Ohio Railroad, the Cleveland Trust Co., the Carnegie Corp., the Lake Carriers' Ass'n and the Mutual Life Insurance Co. of New York.

ORAL arguments in the case of KWKH, Shreveport, La., and WWL, New Orleans, will be heard by the Radio Commission June 14 instead of June 21. The examiner recommended that the Shreveport station, operated by W. K. Henderson, be deleted, and that full time on the 850 kc. clear channel be awarded WWL.

Grocers Organize In Radio Campaign

THE GROCERS' Radio League of New England, comprising the entire independent foods trade, wholesale and retail, in the six New England states, has launched an intensive, five-day-a-week schedule of Yankee Network broadcasts to carry messages of the independents to New England housewives.

The plan was formulated almost six months ago and has been greeted enthusiastically by jobbers and wholesalers, as well as merchants. Jobbers who sell to independent merchants agreed to pay their proportionate share of the costs, which in turn they will pass on to the independent merchants so that the individual store owner is actually paying for the campaign.

The main purposes of the broadcasts, as put forth by the Grocers' Radio League, are as follows: to restore a million dollars weekly in foods sales to the independent merchant; to promote strong propaganda for the local merchant; to combat propaganda against the independent merchant; to acquaint the consumer with the advantages of trading with an independent merchant; to create a New England-wide means of quick communication between merchant and consumer, not only for building greater sales but also to foster protective legislation and defeat unfavorable legislation.

The present schedule calls for five programs a week, over Yankee Network stations in Boston, Providence, Worcester, Springfield, Hartford, and Bridgeport-New Haven, and it is expected that Bangor and Manchester will be added shortly, bringing the total expenditure for time and talent to nearly $2,000 weekly.

National Oil Products Extends Test on WABC

NATIONAL OIL PRODUCTS Co., Harrison, N. J., has expanded its test programs over WABC, New York, advertising its new product, Admiracion Soapless Shampoo. The original contract, which began in the early part of March, called for one broadcast per week over WABC, featuring fashion talks by Jean Wanamaker. On May 2 "Big Freddie Miller" was engaged to sing and play the piano. National Oil decided, instead of one weekly broadcast, to expand its radio schedule to three morning broadcasts each week. Miller comes from the middle-west where he has built up a big following. He announces his own programs and works in the intimate style of Singin' Sam and Little Jack Little. Account is also spotting a few transcriptions on other stations.

New CBS Rate Card

RATE CARD No. 15, effective June 1, 1933, has just been issued by CBS, being the first revision since Sept. 1, 1932. No changes in rates are shown except in the case of the 50-kw. KSL, Salt Lake City, whose network rate has been increased from $190 to $250 per evening hour.

WIBO Aide Charges WJKS With Fraud In Asking Commission to Reopen Case

Petition Says Indiana Station Plans to Serve Chicago; WIBO and WPCC Ordered Silent From June 11

ALLEGING "fraud" on the Radio Commission, the reviewing courts and the listening public both in Indiana and Illinois by the owners of WJKS, Gary, Ind., Louis G. Caldwell, Washington attorney, on May 19 filed with the Commission a petition requesting reopening of the WIBO case in a new proceeding.

The petition, coming as a surprise in view of the sweeping decision the Supreme Court rendered May 8, sustaining the Commission's original decision ordering deletion of WIBO and WPCC, Chicago, and assignment of their 560 kc. channel to WJKS, asked the Commission to preserve the status quo as to the stations involved until hearing and determination of the new issues raised. Revocation of the license of WJKS was sought, among other things.

Court Mandate Asked

MEANWHILE, Mrs. Mabel Walker Willebrandt, counsel for WJKS in the two-year-old litigation, on May 22 asked the Supreme Court to hasten its mandate ordering deletion of the two Chicago stations. No opposition was voiced.

At its meeting May 26, the Commission ordered WIBO and WPCC to cease operation at 3 a.m., CST, June 11, and at the same time authorized WJKS to begin operation then on the 560 kc. channel. Action was taken on recommendation of George B. Porter, acting general counsel, after receipt of the mandate from the Court of Appeals of the District of Columbia, formally notifying the Commission of the Supreme Court's decision affirming the Commission's original ruling.

Regarding the petition filed by Mr. Caldwell in behalf of WIBO, seeking to have the status quo maintained pending reopening of the case, the Commission held it could not consider the petition at this time, also sustaining Mr. Porter's recommendation.

There is still the possibility, it was pointed out, that the Commission may act to reopen the case between June 7 and June 11, when the Chicago stations are instructed to go off the air. What the nature of this action may be, however, was not indicated.

In his petition, which bore also the signature of Earle S. Nelson, president of the State Investment Co. (formerly Nelson Bros. Bond & Morgage Co.), licensee of WIBO, Mr. Caldwell states that the WIBO investment exceeds $400,000.

"Unless a way can be found to continue the operation of WIBO, the investment and valuable good will will be lost, the listening public will be deprived of said service, the employees will be thrown out of employment and the benefit of the contracts and other arrangements will be lost, all to the irreparable injury of petitioner and the other persons affected," it is stated.

Despite the testimony of Ralph Atlass, named as principal owner of WJKS, that the purpose of the application for the WIBO and WPCC assignment was to provide better service for the Calumet area in Indiana, Mr. Caldwell declared that on or about April 18, WJKS filed with the Commission an application for authority to move its transmitter from Gary, Ind., to Hammond, Ind., which he said is virtually on the boundary line between Indiana and Illinois. It is approximately 13 or 14 miles closer to the central business district of Chicago than is the present transmitter location of WJKS and is about three miles closer to this district than the present transmitter location of WIBO, Mr. Caldwell asserts.

Bad Site for Indiana

"IN SUCH a location", said the petition, "it will serve approximately twice as large an area in Illinois (including all of Chicago) as it will in Indiana,, and many times as many persons in Illinois as in Indiana. It will give better average coverage over the Chicago area than is now afforded by WIBO at its present location. * * * For the purpose of providing broadcast reception to Indiana, it is practically the worst site in the entire state of Indiana."

The petition brings out that the final decision in the court case was based on the Davis amendment, since Illinois is vastly overquota and Indiana is underquota. It states that WIBO is willing to move to Lake County, Ind., and actually become an Indiana station, holding that it has a "superior claim in equity and good conscience" over Johnson-Kennedy Radio Corp., WJKS licensee, in the use of 560 kc. in the Calumet district, either at Gary or such other place in Lake County best suited for that purpose.

Mr. Atlass is called a "professional speculator in broadcasting stations and in wave-lengths" in the petition. It is alleged that in addition to his interest in WJKS, he recently purchased a "controlling interest" in WJJD, Chicago, a 20 kw. station, and is managing and directing that station from the same office as the Chicago office and Chicago studio of WJKS. It is contended that WJKS actually is operated as a commercial station for Chicago, rather than Gary, and that the station employs salesmen in Chicago soliciting advertising from Chicago advertisers.

In conclusion, the petition requests that the application of WJKS to remove to Hammond be designated for hearing and that it be heard and decided contemporaneously with the other matters raised; that the WJKS existing license to operate at Gary on 1370 kc. be revoked in view of the charges made; that the Commission reconsider and set aside its previous decision ordering deletion of WIBO and WPCC "because of the fraud perpetrated by Johnson-Kennedy Radio Corp. and because of the newly discovered evidence and considerations hereby brought to the attention of the Commission", and that pending hearing and determination of these matters, the status quo be maintained by temporarily extending the licenses of WIBO, WPCC and WJKS.

In her answer, filed May 26, Mrs. Willebrandt contended that the Commission, under the law, had no course left open to it other than to delete WIBO and WPCC.

"The principal allegation of so-called 'fraud'", the answer stated, "consists of nothing more than inferences from the fact that WJKS filed an application to move its transmitter from Gary to Hammond, Ind. The Commission has taken no action on that application. It is purely an *ex parte* matter. WJKS alleges that the move will enable it better to serve the entire Indiana population of the Calumet area, because of bad soil conditions, high-power transmission lines and sand dunes in the other sections.

"When did it become fraud for an applicant openly to make such a request of the Commission?"

In conclusion, Mrs. Willebrandt held that since WIBO did not, as it might have done "upon its discovery of the alleged new evidence", obtain leave from the Supreme Court to secure a review of the judgment, "it is now foreclosed from making such a request of this Commission."

The King Obliges

RESPONDING to a request of CBS, King George has agreed to postpone his opening address at the World Economic Conference until 3 p.m., EDST, on June 12 so that American listeners would not have to tune in the broadcast at 6 a.m., as originally scheduled. As a consequence of the change in time, the opening of the conference has been delayed until 8 p.m., London time.

Point-o'-Purchase Plan Organized in Detroit

AN ORGANIZATION known as the Point-O'-Purchase Broadcasting System, Inc., which controls a patented synchronous radio receiving set, whose operation is governed from the broadcasting station, has recently been formed in Detroit.

The Point-O'-Purchase plan is said to include the installation of these receiving sets in retail outlets, especially those of chain organizations, on a nation-wide scale. This development, according to the sponsors of the plan, will enable national advertisers to deliver timely sales messages to the buying public at the actual point of purchase in addition to reaching the home audience.

Officers of the Point-O'-Purchase Broadcasting System are: chairman of the board and treasurer, George B. Storer; president, Joseph H. Neebe; vice president, Thomas R. Walton; secretary, Edward E. Rothman. Messrs. Storer and Neebe are also officials of CKLW, Windsor-London, Ont. Headquarters have been established in the Union Guardian Building, Detroit.

Checking Coverage

(*Continued from page 15*)

the results of certain types of personal interview surveys. For example, in determining magazine reading habits, it is often found that the ATLANTIC MONTHLY, and such higher class publications are among the leaders in popularity and preference. In the same way, if people are asked directly what radio programs they prefer, the New York Philharmonic and other symphony orchestras rate unusually high. Some people consider it a reflection on their literary and musical tastes if they name the magazines which they actually read and the radio programs which they actually enjoy when confronted by a well-dressed personal interviewer.

Double Checking

THERE IS often a tendency to exaggerate in favor of the "higher-priced" or better known product. In studying the habits of consumers it is desirable to determine what they actually do rather than what they may indicate as a preference. It is sometimes possible to obtain more accurate and unbiased information by using the mail questionnaire than the personal interview. For certain types of investigations involving a lengthy questionnaire the personal interview with well-trained investigators is not only desirable but necessary. We have of course, as I have already indicated, made use of the personal interview method to check up on the accuracy of mail questionnaire returns.

Perhaps the most important advantage of the mail questionnaire method is that one may secure information from widely scattered points at less expense than by personal interview because traveling costs and the salaries of personal interviewers are eliminated. When information must be secured from a large number of distant locations, the mail method requires less time than personal interviews.

Speedy Returns

FOR EXAMPLE, a recent mailing to chambers of commerce in every county in the United States brought a return of 75 per cent within the space of a few weeks. The questionnaire used in this mailing sought impartial information concerning the quality of station reception in each locality. The tabulated results, as well as the original signed reports, were added to our coverage data files.

In determining the listening habits of physicians and surgeons we obtained a 30 per cent return to a mail questionnaire. Information concerning the appeal of specific programs as well as data on the daily use of radio sets were obtained from the mail returns. The entire survey was completed within a week and the findings were very helpful to us.

WKBF, Indianapolis, has been authorized by the Radio Commission to use the time of WBAA, of Purdue University, with which it shares a wave length, during the summer vacation of the university from May 29 to Oct. 6.

THE MAN . . .

. . . who developed broadcasting as a messenger of peace and good will among the nations of the world,

. . . whose genius created Radio City, the inspiration of America,

. . . the man who has done most for Radio.

To

M. H. AYLESWORTH,

WCKY is happy to pay this tribute.

L. B. WILSON

XUM

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and
Broadcast Advertising

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Contingent Contracts

AND STILL the per-inquiry racket continues to lead broadcasters and agencies, large and small, along dubious commercial paths. If ever there was one subject on which the whole industry should present a united front, it is this matter of contingent contracts. They can be made to look mighty attractive in lean days like these, and radio can deliver for such accounts. But why should broadcasters pursue a practice that no reputable magazine or newspaper will recognize? With the observations of an important middle western broadcaster, who admits he has himself been guilty of the practice in the past, we heartily agree. He writes in a letter to the managing director of the NAB:

"President Roosevelt has indicated a desire to have industry regulate itself, and it is high time that the NAB started to clean the skirts of its members from a host of unethical practices. One of the most valuable services the commercial committee of the NAB could perform this year, with the sponsorship of the board of directors, is to compile a complete list of all special inquiry-cost propositions, the names of advertisers and agencies involved and those stations which are known to have accepted them.

"This may sound like a drastic measure, but I feel, as a service to the industry, that we must kill these propositions, or these propositions will soon kill radio broadcasting as we know it today. I do not pretend to be wholly innocent in this regard, because some of them can be made to look mighty attractive. However, 98 per cent of them are pure gypping, and there are still a good many station managers who do not realize that they are not usually backed by good merchandise, active selling methods, proper distribution or merchandising plans. Without all of these, what good is radio advertising or any advertising?"

We concede that it is practically impossible to get all stations to refuse these accounts, but we believe that the major stations, if they stood together in adamant opposition, could quickly kill this racket. The trouble seems to be that some of the best agencies and some of the leading time brokers and representatives have found some of the best stations willing to give per-inquiry accounts an occasional "shot." Here is a condition that the more farsighted element in the NAB ought to be able to persuade the shortsighted element is wholly inimical to its ultimate interests.

A study and report on the economics of per-inquiry accounts, done by a recognized authority along lines of the Young report on agency fees, is a service that could very well be rendered under NAB auspices.

Time to Stabilize

THE RADIO Commission has a golden opportunity to contribute its bit toward President Roosevelt's campaign to stabilize business as the surest way out of the depression. Pending before it is the proposal of James M. Baldwin, NAB official and former Commission Secretary, that licenses for broadcasting stations be issued for the full term of three years as allowed in the law, in lieu of present six-month license tenure. Mr. Baldwin has enumerated to the Commission several unchallengeable reasons why licenses should be extended. The Commission has advanced no arguments to the contrary. The short-term license has been the root of most of the evils in radio regulation, since stations now exist virtually on a month-to-month basis. The Commission should act now, and give to worthy stations the reasonable assurance that they will not be disturbed by events in Washington as long as they perform their jobs properly.

When Educators Differ

"SHALL educational broadcasting be in the hands of privately appointed committees operating in New York on funds supplied by private foundations, working hand in glove with the commercial radio monopolies which are closely allied with the great power companies —such committees for example as the National Advisory Council on Radio in Education?"

We quote from the May 25 propaganda sheet of the National Committee on Education by Radio, the educators' clique that insists on having a portion of the spectrum reserved for educational institutions in the face of the fact that such institutions that have radio stations have one by one been giving them up voluntarily for want of financial or public support.

This quoted remark is significant, for it reveals how bitter the educators, with all their claims of liberalism, can get toward one another. The National Committee, whose aim has been to oppose the present system of radio in favor of a system operated by educators under state autonomy, is manifestly jealous of the success being achieved by the National Advisory Council, which has pursued the policy of utilizing the existing system for educational broadcasts and thus being assured of a listening audience.

But hitherto the two organizations have at least rendered lip service to one another, each asserting that the other's work does not conflict with its own. Now we see them clawing at one another's figurative throats. The National Committee, led by the crusading Joy Elmer Morgan and supported by the Payne Fund, wants the impression to prevail that the National Advisory Council, headed by Prof. Robert Millikan (Nobel Prize winner) and supported by Rockefeller-Carnegie Foundation moneys, is really the tool of big business.

That impression won't take hold, for the fact is that most big endowments derive their source from commercial enterprise. Indeed, is it not a fact that the Payne Fund's moneys that endow Mr. Morgan's Committee originate in Standard Oil?

This sort of holier-than-thou play-acting makes Mr. Morgan's group look childish. The networks and stations would welcome more bona fide educational broadcasts of the type being so ably presented under auspices of the National Advisory Council, but Mr. Morgan's group apparently is much more concerned with destroying the present system rather than utilizing it. Levering Tyson, director of the National Advisory Council, put it plainly when he pointed out that educational-owned stations cannot muster funds to conduct themselves so that listeners will tune them in. Mr. Tyson obviously was referring to Mr. Morgan's committee when he also stated at the New York meeting recently:

"There has been undignified and unfruitful controversy * * * and little that smacks of scientific approach to the whole problem on the part of educators and broadcasters alike * * *." As long as Mr. Morgan's group persists in fighting radio rather than lending its efforts to upbuilding education via the existing system, so long will it be looked upon by the industry as a racket by which a few zealots want to justify the jobs they are holding.

The RADIO BOOK SHELF

THE SECOND listening area survey of each station of the CBS network has just come off the press, projecting forward its 1931 counterpart. Titled "Listening Areas, 2nd Series", this volume should be in the hands of every agency and advertiser placing radio business. Each station has a page devoted to it, containing a map showing primary and secondary listening areas representing minimum regular audiences. For each station a tabulation sets forth the number of counties in both primary and secondary areas, urban and rural population, total listeners, radio homes, per capita savings, residence phones, passenger cars, domestic gas customers, electric wired homes and annual retail sales. CBS regards the maps as "conservative measurements of the coverage areas" of each of its member stations, and points out the striking agreement between the first and second series of maps.

THE AMERICAN Radio Relay League, Hartford, announces the publication of its new booklet, *The Radio Amateur's License Manual*, Number 9 of the Radio Amateur's Library. The new manual is a worthy companion to the other publications in the series of textbooks of amateur radio. Every detail of the complex procedure of securing and renewing and modifying amateur licenses for station and operator is set forth understandably and clearly. Published in a style uniform with other A. R. R. L. publications, with an attractive two-color cover, *The Radio Amateur's License Manual* is available from the publishers for 25c, postpaid.

We Pay Our Respects to—

ELMER WILLIAM PRATT

WITH THE RETURN to private life of Elmer William Pratt, the Radio Commission loses the "dean" of its legal staff and a lawyer whose attainments in the new field of radio jurisprudence are reflected in many of the statutes and regulations which today govern radio.

After five years of service, to the day, Mr. Pratt leaves the Commission on June 1 to return to the private practice of law in Washington. Planning to specialize in radio, he will face the very bench over which he presided so many times as an examiner for the Commission. He was the first lawyer on the Commission's staff when it was formed in 1927 and also its first examiner. Thus, although only 32, he is the veteran among radio lawyers.

For the last three years, minus one month, Mr. Pratt has held an examinership. During that time he presided over 242 separate cases, many of them raising test issues that became the basis for Commission policies. Of the total, 37 cases are still pending before the Commission. Of the 196 cases decided, Mr. Pratt was sustained in 165 and reversed in only 31, giving him a "batting average" of better than .840.

Almost everyone who has had dealings with the Commission knows and likes Elmer Pratt, whose forte as an examiner has been his calm and judicial handling of heated legalistic encounters of counsel appearing before him.

Elmer William Pratt was born in Salt Lake City on Oct. 28, 1900, the son of William Parker and Catherine B. Pratt. He is the eldest of 15 children. His parents still reside in the Mormon capital, which his great grandfather, Parley Parker Pratt, helped found. The elder Pratt was associated with Joseph Smith and Brigham Young in the Mormon migration to Utah.

After attending grammar and high schools in Salt Lake City, young Pratt, at 19, journeyed to South Dakota, for a two-year tenure as a Mormon missionary. During his school vacations, he worked on farms around Utah, and in 1922 spent a year travelling through the west as a woolen salesman. Meanwhile, he completed a business course at Henagers Business College in Salt Lake City, graduating in 1923. That same year he went to Washington to pursue a law course, and to pay his way, he secured a position as clerk in the office of Senator Smoot, (R.) of Utah.

Enrolling at National University Law School in January, 1924, he continued his employment in Senator Smoot's office, and was promoted at that time to assistant clerk of the Senate Finance Committee, of which the Senator was chairman. In 1926 he became secretary to the Senator and clerk of this committee.

Graduating from law school in August, 1926, young Pratt passed the District bar examination in June of the following year. On June 1, 1928, he resigned his post with Senator Smoot to become the Commission's first legal employe. A month later, Louis G. Caldwell, Chicago attorney, was appointed as the Commission's first general counsel, and the two delved into the maze of hearings called by the Commission preparatory to the sweeping reallocation of the fall of 1928, in which practically all stations were involved. Three separate hearing calendars were conducted simultaneously over a period of several weeks, both day and night, and the entire legal burden fell upon the shoulders of Caldwell and Pratt during the earlier days.

When the examiners division was created by the Commission on July 1, 1930, Mr. Pratt was transferred to it from the legal staff. About a month later, Ellis A. Yost, of West Virginia, was appointed chief examiner, and the two shared the duties of the division.

Mr. Pratt married Margaret Genevieve Robinson, of Coalville, Utah, Aug. 29, 1924. They have two children, Elmer Reed, 6, and Gene Albert, 4 months. He is an ardent baseball fan, and the best fisherman in the Radio Piscators' Club in Washington. But golf is his main diversion.

PERSONAL NOTES

SAM PICKARD, CBS station relations vice president, was given a farewell party by his friends and colleagues May 20, just before he left for Florida to begin a three month leave of absence during which he and Mrs. Pickard will also tour Europe.

GARDNER COWLES, Jr., executive editor of the DES MOINES REGISTER & TRIBUNE, who negotiated the purchases of KSO and two other Iowa stations by those newspapers, was married in Des Moines May 18 to Miss Lois Thornburg, a reporter on the TRIBUNE staff. They sailed May 25 for Europe.

JAMES C. HANRAHAN, executive vice president of the Iowa Broadcasting Co., operating KSO, Des Moines, and other radio stations of the DES MOINES REGISTER & TRIBUNE group, was married at Lamar, Colo., May 6, to Miss Priscilla Todd, of Washington, D. C.

R. L. RUST, the past two years commercial manager of KTM, Los Angeles, resigned the middle of May to become advertising manager for the Godissart Cosmetic Co., Los Angeles. George Martinson, manager of KTM, will assume the combined duties of general and commercial managers.

BENSON K. PRATT, director of public relations for NBC in Chicago, has been assigned to take charge of special feature broadcasts for the network at the Chicago World's Fair. Judith Waller, educational director for NBC in Chicago, will be in charge of the regular local and network broadcasts from the Fair.

RECENT visitors in the office of Fred Weber, NBC manager of station relations in Chicago, included: William Walker, WIBA; J. Montgomery, KOIL; Peter Lutkin, president of Lamar Life Insurance Co., and WJDX; C. W. Corkhill, KSCJ; Edgar Bell, secretary Oklahoma Publishing Co., and WKY; Gayle Grubb, WKY; George Campbell, KGHL; George Smith, radio attorney of Washington, D. C.; Joe Maland, WOC-WHO.

COL. THAD H. BROWN, Radio Commissioner, and Alfred J. McCosker, director of WOR and president of the NAB, will address the "Radio Family Dinner" of the annual convention of the Radio Manufacturers Association at the Hotel Stevens, Chicago, June 6.

MAJ. GLADSTONE MURRAY, Canadian-born vice president of the British Broadcasting Corp., who has been in Canada for the last few months aiding the Canadian Radio Commission in reorganizing the broadcasting system there, returns to London early in June. On June 4 he will speak to the American public via CBS on "Radio Decisive for World Citizenship."

G. W. STAMM, founder and for four years publisher of BROADCAST ADVERTISING, which was purchased by BROADCASTING last February, has joined the sales staff of WJJD, Chicago.

HOWARD C. RAY, formerly manager of KOB, Albuquerque, N. M., is now with KGRS, Amarillo, Tex., doing sales promotion and merchandising.

PAUL MEYER, vice president of World Broadcasting System, has been elected a director of the Alliance Francaise of New York.

N. VERNON CLARKE, formerly of Tampa, Fla., has been named general manager of WRDW, Augusta, Ga.

JACK BEESON, formerly advertising manager of WRDW, Augusta, Ga., has been transferred to WSPA, Spartanburg, S. C., and promoted to general commercial manager.

MISS MERLE MATTHEWS is the new production manager at KTAB, San Francisco, succeeding Glenhall Taylor, who has moved into the commercial department. Miss Matthews formerly held the same post at KFRC.

W. A. MILLER has resigned as manager of KROW, Oakland. No successor has yet been named.

BEHIND THE MICROPHONE

EUGENE KONECKY, of WOW, Omaha, is author of the poem "Radio Singer" which Jessica Dragonette, who also claims some distinction as a reader, recited at a meeting of poets in the Barbizon Club, New York, May 18.

ARTHUR Q. BRYAN, formerly with WOR as conductor of the Moonbeams and later with WCAU, has joined WIP, Philadelphia. WIP also reports the return of Gene Marshall, announcer, after an absence of several months.

A. L. ALEXANDER, chief announcer of WMCA, New York, was inducted as an honorary member of the Veteran of Foreign Wars Post No. 601 May 27. WMCA also reports the marriage of Brook Allen, staff baritone, May 21, to Ruth Gean Kappel, assistant to Dr. William Wheeler, eye specialist who operated on the King of Siam, in Fort Lee, N. J.

LEON JANNEY, the juvenile film star of "Penrod and Sam", has joined the staff of WMCA, New York, and is heard in a new program Mondays, 10:15 p.m.

EDWARD LYNN, who conducts a weekly drama series for KFI, Los Angeles, starring Mrs. Wallace Reid, is also directing "Catherine the Great" on KHJ, with half-hour episodes weekly.

KEN ROBINSON, news announcer for the CHICAGO EVENING AMERICAN on WENR, has written a series of sketches entitled "Inside the Rackets", based on the expose of Chicago gangland. The sketches are being broadcast twice weekly over WENR.

VAL SHERMAN, former announcer at WBBM, Chicago, has joined WSBC, Chicago, in a similar capacity.

EDWARD BARRY, program director of WGN, Chicago, will return from a vacation in Europe the first of June.

AL AND PETE, formerly on the NBC network, are now on a twice weekly morning show on WLS, Chicago. Gene Autry, the Oklahoma Cowboy, and Tom Dix, singer, both of the WLS, Chicago staff, have just recovered from severe cases of tonsilitis.

THE THIRD unit of the WLS Barn Dance show, comprising a cast of 20 persons, has been organized and has gone on tour of middle western cities.

EDWARD FITZGERALD is a new announcer at KFRC, San Francisco, coming from the theatre business in which he was identified as manager of the Warner theatre there.

J. CLARENCE MYERS has been added to the staff of KQW, San Jose, as announcer. Myers, who works in the station's San Francisco studios, was formerly radio editor of the SAN FRANCISCO CALL-BULLETIN.

DONALD NOVIS, former NBC tenor, has signed with KFWB, Hollywood, to do a weekly program for Knudsen's Bakery. Co-star will be Jan Rubini, violinist.

"HAPPY CHAPPIES", vocal duo at KNX, Hollywood, have just written "The Golden Shores of Lake Louise", for Canadian National Railways. "When the Bloom is on the Sage" was their popular hit of a few years ago. Team is former vaudeville duo known as Vincent and Howard.

EMANUEL ROSENBERG, lyric tenor on the staff of WHK, Cleveland, has joined the vocal faculty of the Cleveland Institute of Music.

MUNRO UPTON, until recently with the NBC production department in San Francisco, has gone to Los Angeles to join Al Pearce's frolic which broadcasts via KFI and an NBC network week days.

MARK WARNOW, who has conducted and played for a variety of musical programs during his four years on radio, has been appointed staff musical director of CBS in New York.

"DANCING In The Dawn" is the name of a new waltz recently written by B. G. Carpenter and arranged by George Kelly, production manager of WDEL, Wilmington, Del.

LESLIE ADAMS, chief announcer of KMTR, Hollywood, has been promoted to production manager. Dean Metcalf, formerly of KFWI, San Francisco, has gone to KMTR as announcer.

IN THE CONTROL ROOM

REOPENING of the frequency monitoring station of the Chicago radio inspection office of the Radio Commission, which was shut down about three months ago, is contemplated about July 1, or as soon as an adequate location can be selected. The Commission also is preparing to close the monitoring station at Larkspur, Cal., operated by the San Francisco inspection office, effective July 1.

FORBES VAN WHY, chief technician at KMTR, Hollywood, has been appointed a lieutenant (senior grade) in the U. S. N. R. as executive officer of section 1, eleventh naval district. KMTR has added two operators—Alvon C. Packard, formerly communications engineer for the Mutual Telephone Co., Honolulu, and Don C. Good, lately in consulting work in San Diego for shipping interests.

COLLAPSING in the midst of a broadcast he was handling, George Lewis, engineer of WCAU, Philadelphia, was rushed to a hospital May 20 only after he had "seen the program through" and was operated on for appendicitis. He is reported recovering.

'CONCENTRATOR' ANTENNA PROVED

Results of KYW Operation Highly Satisfactory

After Six Months, Westinghouse Reports

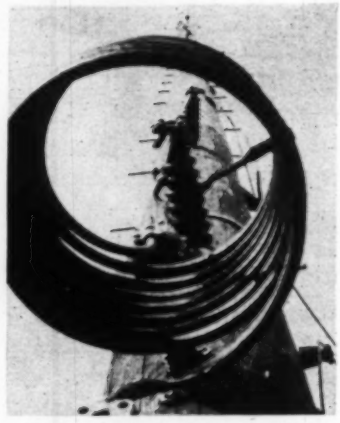
SIX MONTHS of operation with the "concentrator" antenna developed for KYW, Chicago, by Westinghouse E. & M. Co., which owns the station, have proved the efficacy of this latest innovation in radiating systems, according to an announcement by Westinghouse May 27. Results obtained in increased coverage, it is claimed, have more than exceeded the highest expectations, since the signal strength of the station was nearly doubled in the heavily populated centers in and around Chicago.

The antenna, in effect, consists of two vertical radiators, so spaced and properly adjusted in such a manner as to concentrate the larger portion of the radiated energy in the directed direction. The unique feature of this installation, Westinghouse states, was the utilization of wooden masts for the support of the conductors which radiate the 10 kw. on KYW's 1020 kc. frequency.

Westinghouse Report

A DETAILED semi-technical explanation of the development of the antenna and how it functions, was made public by Westinghouse as follows:

The main antenna at KYW, generally referred to as the exciter antenna, consists of a wooden mast which supports a section of copper tubing 204 feet in length. When first installed, an attempt was made to work the antenna as a half-wave radiator. A tuning coil was placed midway between the top and bottom of the pole and at a height of about 100 feet, and current fed by means of a two-wire transmission system to the transmitter. This particular system presented some difficulty in the matter of tuning and adjustments and after some experiments were made it was decided that a quarter-wave, under the circumstances would be more feasible. Since Jan. 5, 1933, the exciter antenna has been worked as a quarter-wave, its advantages over the half-wave being that it is little affected by weather conditions and can be tuned and adjusted at the base of the mast. Also as the present method of operating the quarter-wave antenna makes use of a ground consisting of copper sheets and radial wires, the wood pole is very nearly at the same potential as the antenna itself, thus doing away with the possibility of loading considerable portion of the radiated energy into the supporting mast.



WORM'S EYE VIEW—The KYW concentrated antenna as it appears from the ground. "Exciter" coil is heart of new radiator system.

Extra Guys Used

WHEN the antenna was first installed, three sets of guys, consisting of four guy wires each, were made use of to hold the mast erect. The top-most set of guys was approximately 140 feet above ground. There remained, unsupported, a 60 foot section of the mast at the top. It was decided that this presented a hazard in the case of high winds or ice collecting, and an additional set of guys was installed and attached to the mast, approximately 175 feet from the ground. All guy wires had been insulated from the ground and the pole by means of insulators and were broken up into 40 foot sections.

The installation of the latter set of guys dropped the signal strength approximately 5 per cent. More insulators were then installed in this set of guy wires, breaking the sections up into 20 feet lengths. Later, additional insulators were installed on the portion of the guy wires that were in proximity to the antenna. The signal strength then returned to its normal value. Since then, a few extra insulators have been installed in guy wires on the second set, with a slight improvement in field strength resulting.

Weathered Gale

KYW's new antenna since its installation has weathered a 50-mile gale without damage and the effect of ice. On March 18, 1933, a heavy coating of ice formed on the antenna. Signal strength dropped approximately 10 per cent. The reason for this was not ascertainable until one of the top guy wires burned off, due to an arc caused by radio frequency leaking across the ice from the copper tubing to the guy wire. It was noticed that even though the guy wire had dropped, an arc still held between the short section still attached to the pole and the copper tubing. By vigorously shaking one of the guy wires on the top section, the ice at this point was dislodged and the signal strength immediately returned to normal, although the remainder of the pole and copper tubing was still entirely covered with ice.

Since then, additional insulators have been installed as close to the pole as possible, thus eliminating a considerable amount of coupling to the wires that are attached to the pole itself. Previously the first or top insulator was placed 24 inches from the pole. It is believed no more trouble from this source will be encountered.

Single-Wire Feeder

THE LEAD-IN on KYW's former antenna was located in such a manner as to be inductively coupled to the 500 ohm transmission line termination in the tuning house. Upon erection of the new antenna, which was located 120 feet from the tuning house, it became necessary to install another transmission line from this tuning house to the new antenna. At the present time, the new antenna is being fed by a single-wire feeder, connected at a point about 50 feet above the ground and inductively coupled to the transmission line termination in the tuning house.

The reflector portion of the new antenna system differs somewhat in construction from the exciter antenna for reasons of economy rather than necessity. It consists of one single wooden mast, extending 90 feet above ground and on top of which is attached a fabricated 60-foot duralumin tower. The convention copper tubing attaches to this mast and extends down the length of the wood pole to an inductance which tunes this installation to 1020 kc. This mast is guyed with a single set of four guy wires and although the fabricated tower portion of this antenna, due to its nature, collects a considerable load of ice, no mechanical or electrical difficulties were encountered.

Relief Order Extended

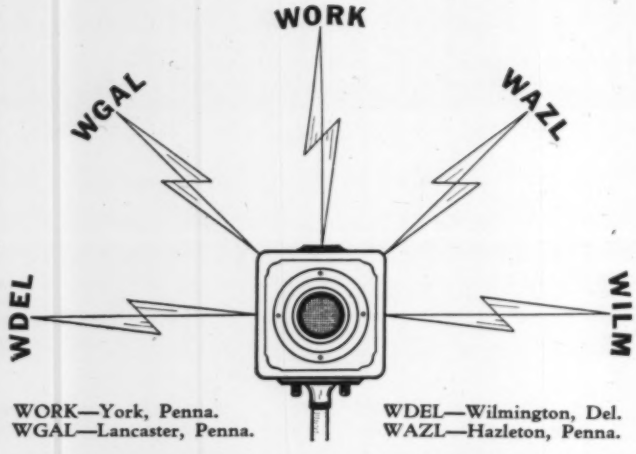
EXTENSION to Nov. 1 of the order relaxing the terms of the radio regulations requiring stations to operate a minimum of two-thirds of their authorized hours was authorized by the Radio Commission May 23. Under the action, stations may reduce operating hours upon written application. The modification was adopted by the Commission originally last March because of the economic situation and numerous requests from stations for relief.

Amateur Proposals

WIDENING of the amateur radiotelephone assignment to 1800-2000 kc., a new allocation of 28,000-28,500 kc., and a proposal that only pure direct current power supplies be permitted in amateur stations, were urged upon the Federal Radio Commission by the directors of the American Radio Relay League May 12 at their annual session in Hartford, Conn. The annual central division convention of the league will be held at the Century of Progress Exposition, Chicago, Aug. 3, 4 and 5.

"IN THE HEART OF THE EAST"

MASON DIXON RADIO GROUP



WORK—York, Penna.
WGAL—Lancaster, Penna.
WDEL—Wilmington, Del.
WAZL—Hazleton, Penna.

This industrial and agricultural area of over 5,000,000 people with more than 450,000 radio sets is covered throughout the major portion of the day and night by the Mason-Dixon stations with intelligent, entertaining and instructive programs.

Modern equipment for handling electrical transcriptions available. Flat rate—national or local advertisers. For rate cards and group booklet

Address All Inquiries to

MASON DIXON RADIO GROUP

C. R. McCollough, Gen. Mgr., Lancaster, Penna.

AMERICA'S FIRST POLICE BROADCAST!

Made by WIL September 4, 1921

Attention . . All squad cars! There are important happenings taking place today! Col. Martin O'Brien, Chief of St. Louis Police Dept., wearing head-phones and L. A. Benson, president of WIL, supervising broadcast. Notice the telephone "mike"?

Sh-h-h! Mrs. O'Rafferty and Mrs. Cohen must be at it again! Mr. Benson now on the receiving end, is at the right.

And away we go! Hope there aren't any overhead bridges.

HOW unerringly the labored skill and ingenuity of those olden, pioneer days of radio broadcasting pointed to the near-miraculous things which were to follow!

For even then, with equipment mostly "home-made", the vision of a tremendously important service to humanity of which this was the first step, was in the minds of these radio pioneers.

How great the benefits of radio today!

As police broadcasting has developed from this small beginning into an important phase of modern police activity, so radio generally has become, almost overnight, one of the world's gigantic enterprises.

And WIL for more than twelve years, has kept pace with this growth. Operating now on full time, this alert, progressive organization offers opportunity to cover the St. Louis territory which cannot be matched elsewhere.

You Cannot Adequately Cover Greater St. Louis Without Using WIL

Hotel Melbourne **St. Louis, Mo.**

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOR, Newark, N. J., reports the following accounts: New—John H. Woodbury and Andrew Jergens Co., Cincinnati (beauty preparations), 39 weeks, beginning Sept. 10, Sundays, 5:30-6 p.m.; Kings Brewery, Inc., Brooklyn, 26 weeks, Mondays and Fridays, through Great Northern Advertising Corp., New York; Elizabeth Brewing Corp., Elizabeth, N. J., 5-minute announcements, Saturdays, 13 weeks, through J. P. Muller & Co., New York; New York Carpet Cleaners Ass'n, Brooklyn, Mondays and Thursdays, 5 weeks, through Directory Advertising Service, Jamaica, L. I.; Forhan Co., New York (toothpaste), transcriptions, Mondays to Fridays, inclusive, 26 weeks, through SHB, New York. Renewals—R. H. Macy & Co., New York, Mondays to Fridays, inclusive, 50 weeks, direct; Alfred W. McCann Laboratories, New York, "Pure Food Hour", four mornings weekly, 40 weeks; Stanco, Inc., New York (Flit), three mornings weekly, 34 weeks; General Baking Co., New York (Bond Bread), Wednesdays, 4 weeks.

WIP, Philadelphia, reports the following accounts: Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge Special), sports talks six days weekly, through Richard A. Foley Agency; Michell Seed House, Philadelphia, organ programs thrice weekly, 13 weeks, direct; General Utilities Corp., Philadelphia, distributor of William Oil-O-Matic heaters, 5-minute news period daily, direct; and announcements for the following on the morning Town Tattler and the evening Magazine of the Air: John B. Stetson Co., Philadelphia (hats), direct; A. S. Boyle Co., Cincinnati (Old English floor wax), through S. Schoffenberger; Oneida Community, Ltd., Oneida, N. Y. (silverware), through H. H. Noyes; Scientific Laboratories of America, San Francisco (Reducoids), Bob Roberts & Associates; Gaston de Paris Co. (cosmetics), direct; R. Wurlitzer Co., Cincinnati (musical instruments), through Philip Weiss; Tube-O-Food Products (icing), direct. The Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals), has changed from electrical transcriptions to live talent on WIP.

WBBM, Chicago, reports signing Climalene Co., Canton, O. (Climalene), for a renewal of its twice weekly morning program featuring the Merry Macs and Sheri McKay, 13 weeks, through W. S. Hill, Inc., Pittsburgh; Reo Motor Co., Detroit (motor cars), 26 daily announcements, through Maxon, Inc., Detroit; Travel Guild, Inc., Chicago, 26 daily announcements, through Ferry-Hanley Chicago; Hamlin's Wizard Oil Co., Chicago (Hamlin's Wizard Oil), Pat Flanagan's sport revues, 15 minutes, seven nights a week from May 29 to end of the World Series ball games, direct; Witter Water Co., Chicago (mineral water), five a week morning series from May 10, through Guenther-Bradford, Chicago.

WNAC, Boston, reports the following accounts: Marcus-Lesoine, Inc., San Francisco (Lovalon shampoo), Don Silva, soloist, transcriptions, Tuesdays and Fridays, April 18 to May 5, Fridays, May 11 to Sept. 21, Erwin Wasey & Co. San Francisco; National Oil Products Co., Harrison, N. J. (Admiracion soapless shampoo), transcriptions, Wednesdays and Fridays, May 19 to Dec. 13, Charles Dallas Leach, Newark, N. J.

WENR, Chicago, reports signing Clark Brothers Chewing Gum Co., Pittsburgh, (Teaberry gum), for three 5-minute sports news flashes daily for 52 weeks; handled by E. M. Power, Pittsburgh. Numismatic Co., Ft. Worth, Texas (rare coins), is using three weekly 15-minute dramatic programs. Handled by Guenther-Bradford, Chicago, and SHB.

WMAQ, Chicago, reports signing Schoenhofen Brewing Co., Chicago (Edelweiss beer), for three 15-minute programs a week, evening time, for 17 weeks from May 15, using Joe Parsons as "Edelweiss Joe"; handled direct. Evergreen Memorial Park and Woodlawn Memorial Park (cemeteries), Chicago, sponsoring "Old Songs of the Church" with mixed quartet in Sunday morning quarter-hour programs for 52 weeks from May 14; handled by E. H. Brown, Chicago.

NUMISMATIC Co., Ft. Worth (rare coins), is using quarter-hour dramatic programs weekly for three weeks on WGY, Schenectady; WTAM, Cleveland; KDKA, Pittsburgh, and KOA, Denver; handled by Guenther-Bradford, Chicago, and SHB.

WGN, Chicago, reports signing the Vedeco Sales Corp., New York (Melba cosmetics), on a renewal for an indefinite period effective May 22. Program features Francis X. Bushman in stories about movie stars six mornings a week for quarter-hour periods; handled by Rogers & Smith, Chicago. Battle Creek Foods Co., Battle Creek, Mich. (health foods), has renewed sponsorship of "Painted Dreams" for 12 weeks on revised schedule, using quarter-hour feature, through Erwin Wasey & Co., Chicago.

WJSV, Alexandria, Va., reports the following new accounts: Borden Co., New York (cheese), half hour studio program weekly, 13 weeks, through Young & Rubicam, New York; United Remedies, Chicago (Kolor-Bak), daily except Sunday announcements, 52 weeks, through SHB; Crystal Corp., New York (Outdoor Girl products), weekly half hour transcription titled "Omega Sorority Dance", 13 weeks, through Hanff-Metzger, New York.

CUPPLES Co., St. Louis (fruit jars), is using announcements on WGY, Schenectady, from May 1 to June 15; handled by D'Arcy Advertising Co., St. Louis.

How Coffee Company Met Demand for Pictures of its Radio Stars

A UNIQUE merchandising scheme has been introduced by the Nash Coffee Co., Minneapolis, which is sponsoring a program on WCCO and is planning to release electrical transcriptions throughout its entire trade territory in the northwest through the Minneapolis office of Erwin, Wasey & Co.

Because of the immediate popularity of "Scullery Skits", the farce comedy program, the Nash Company and WCCO were swamped with requests for a picture of the entertainers—Tim, an Irish janitor, and Tena, a Swedish maid. After pondering the usual methods of distributing the pictures, L. O. Isackson, vice president of the Nash Company, conceived the idea of printing the picture on a circular piece of cardboard which would fit into the rim of the coffee can.

Interest in the picture was further aroused by having the characters in the skit visit a photograph gallery to have their pictures taken. This provided a splendid opportunity for a highly comic program. After this program, the announcement was made that the picture of Tim and Tena could be obtained with each can of Nash's toasted coffee purchased at any food shop. The "plugging" of the picture offer continued for four weeks.

"The demand for our coffee immediately increased everywhere that WCCO reached," Mr. Isackson said. "The day after the first announcement of the picture went on the air, we felt a decided 'tug' on our coffee at the factory. Merchants called us on the telephone asking for more coffee. One large chain telephoned for extra coffee to be rushed to its stores.

"Out of town dealers wrote in asking us to rush them coffee with the pictures. Since we have been making this offer over the air, we have opened many new accounts daily, accounts we were never able to interest in stocking our coffee before. All in all, it is the most successful radio merchandising plan we have ever found."

KFI, Los Angeles, reports new accounts as follows: Harold F. Ritchie and Co., Inc. (J. C. Eno, Ltd.), New York, twice a week for 52 weeks with Crime Club transcriptions, through New York office of N. W. Ayer and Son; Stanco, Inc., New York (Nujol), has taken five times a week with the Dr. Copeland transcriptions for 60 days, through McCann-Erickson, Inc., New York; Bristol-Myers Co., New York (Francis Ingram preparations), transcriptions once weekly for 52 weeks, through Pedlar and Ryan, Inc., New York; Affiliated Products Inc., Chicago (Edna Wallace Hopper products), with transcriptions, three times weekly for three months, through Blackett-Sample-Hummert, Inc., Chicago; Crowell Publishing Co., New York (Woman's Home Companion), once a week for 52 weeks with shopping news, through Geyer Co., New York; J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil shampoo), renewing June 7 for 6 months, twice a week with speaker and pianist, placed through Graham Hughes, 351 N. Western Ave., Los Angeles.

ADDITIONAL accounts reported by WOR, Newark: Ward Baking Co., New York, Mitzi Green "Happy Landings" transcriptions renewal to Sept. 7, thru WBS; Runkel Bros., New York (cocoa and chocolate), thrice weekly for 10 weeks, thru Joseph Katz Co., New York; Beckwith-Chandler Co., Newark (paints, varnishes), twice weekly to Aug. 15; Piso Co., Warren, Pa. (Piso cough syrup), weather reports starting Nov. 1, 1933, to Feb. 27, 1934.

WIBO, Chicago, reports signing Walter R. Kirk, Inc., Chicago (soap flakes), six mornings a week in quarter-hour musical programs for an indefinite period; handled by C. Wendell Muench, Chicago. Station also reports Freeman Shoe Co., Chicago (shoes), using two 15-minute evening programs a week; handled by Dade Epstein, Chicago. Alamo Mineral Crystals, Chicago (health water crystals), sponsoring 15-minute musical programs six afternoons a week for indefinite period; direct.

ARROWHEAD WATER Co., Los Angeles, on May 18 inaugurated "Fraternity House" over KFAC. Weekly program carries a collegiate flavor with new acts and talent. Special auditorium enables audience to witness each performance. Handled direct.

TARZAN MINERAL WATERS, Los Angeles, which has long sponsored hill billy acts on San Francisco and Los Angeles stations, has begun a 5-times-a-week program over KMTR, Hollywood. New act will feature Clarence Muse, colored entertainer of stage, screen and radio fame, and composer of "Sleepy Time Down South". Handled direct.

WEAF, New York, reports signing the Numismatic Co., Ft. Worth, Tex. (coins) for "Dramatized Dimes", Wednesdays, 7:30-7:45 p.m., EDST, thru SHB. NBC also reports signing Julius Grossman, Inc., Brooklyn, N. Y. (shoes) for "Baby Rose Marie", Sundays, 12-12:15 p.m., EDST, thru Leon A. Friedman, New York.

PINE TREE PRODUCTS Co., Newport, N. H. (Pine Tree soap products) on May 23 began the sponsorship of Billy Van's Sunshine Dinner Club over WEEI, Boston, conducted by Billy Van, former Broadway star who now heads the Pine Tree concern.

WAAF, Chicago, reports signing Airy Fairy Mills, Minneapolis (quick biscuit dough), for time announcements and advertising contest for an indefinite period; handled by Addison Lewis & Associates, Minneapolis.

KFRC, San Francisco, has signed the National Oil Products Co., Harrison, N. J., for two weekly five minute transcriptions, the contract running until Dec. 31, and placed by SHB, New York.

MORE PROOF

•

Nearly

ONE HUNDRED QUERIES

from

National Advertisers
Advertising Agencies
Radio Stations

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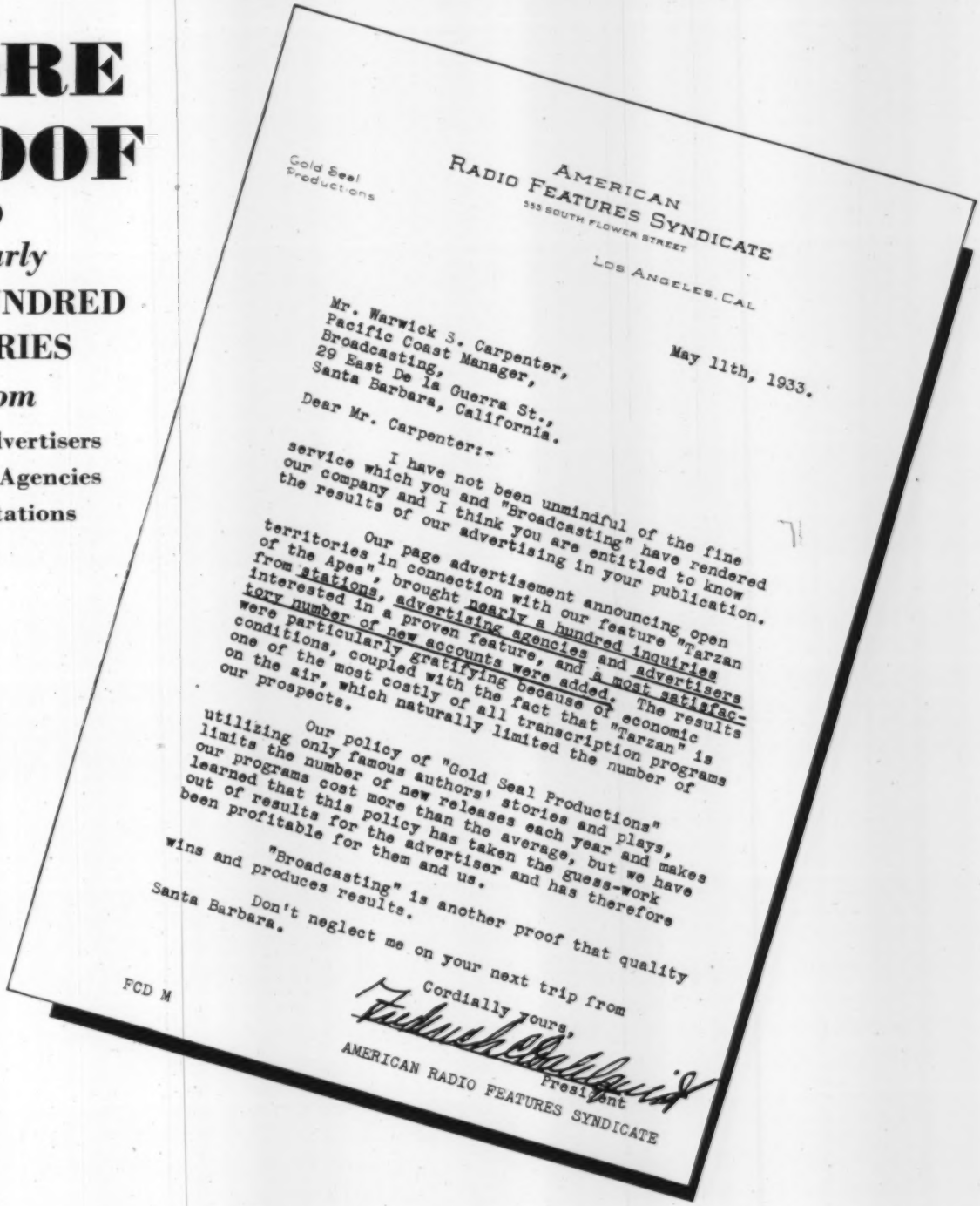

Gold Seal Productions

AMERICAN
RADIO FEATURES SYNDICATE
535 SOUTH FLOWER STREET
LOS ANGELES, CAL.

May 11th, 1933.

Mr. Warwick S. Carpenter,
Pacific Coast Manager,
Broadcasting,
29 East De la Guerra St.,
Santa Barbara, California.

Dear Mr. Carpenter:-

I have not been unmindful of the fine service which you and "Broadcasting" have rendered our company and I think you are entitled to know the results of our advertising in your publication.

Our page advertisement announcing open territories in connection with our feature "Tarzan of the Apes", brought nearly a hundred inquiries from stations, advertising agencies and advertisers interested in a proven feature, and a most satisfactory number of new accounts were added. The results were particularly gratifying because of economic conditions, coupled with the fact that "Tarzan" is one of the most costly of all transcription programs on the air, which naturally limited the number of our prospects.

Our policy of "Gold Seal Productions" utilizing only famous authors' stories and plays, limits the number of new releases each year and makes our programs cost more than the average, but we have learned that this policy has taken the guess-work out of results for the advertiser and has therefore been profitable for them and us.

"Broadcasting" is another proof that quality wins and produces results.

Don't neglect me on your next trip from Santa Barbara.

Cordially yours,
Frederick Ballard
President
AMERICAN RADIO FEATURES SYNDICATE

FCD M

Write For Information Regarding Rates — Coverage and Other Data

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BUILDING — WASHINGTON, D. C.

Closing Dates for Advertising copy

June 15 Issue - - - June 8
July 1 Issue - - - June 22
July 15 Issue - - - July 8
August 1 Issue - - July 22

HERE'S HOW and There's No Other Way

If you want to secure thorough and effective coverage of Michigan, Northern Indiana, Northern Ohio and Western Ontario, you can do it with CKLW and stretch your dollar in the doing. The fact is you *must* use CKLW—for it is the one basic Columbia outlet serving this rich, productive territory.

In CKLW's primary area, so the statisticians tell us, there are 5,022,746 potential listeners living in 814,602 radio homes. This vast audience enjoys Columbia's famous features by tuning in on its only basic Columbia chain station, CKLW, and it remembers CKLW advertisers, too, while spending $2,079,450,000 annually.

CKLW

INTERNATIONAL CLEARED CHANNEL

5000 Watts — 540 K.C.
555.6 Meters

Columbia Basic Network

Union Guardian Building, Detroit, Michigan

Guaranty Trust Building, Windsor, Ontario

NETWORK ACCOUNTS

RCA VICTOR Co., Camden, N. J., in combination with RCA Radiotron Co. and Cunningham Tube Co. on June 4 begins sponsorship of interviews of Col. Louis McHenry Howe, secretary to President Roosevelt, by Walter Trumbull, newspaper correspondent, Sundays, 10-10:15 p.m., EDST, over an NBC network consisting of the following stations: WEAF, WTIC, WTAG, WJAR, WCSH, WFI, WFBR, WRC, WGY, WCAE, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYR, WMC, WSB, WSMB, WKY, WFAA, KPRC, WOAI, KOA, KDYL, KGIR, KGHL, KGO, KFI, KGW, KOMO and KHQ. Same sponsors on May 31 only used special 49-station NBC-WEAF hookup for a dealers program. Account handled by Lord & Thomas, New York.

PALMER HOUSE, Chicago (hotel), on May 23 started Floyd Gibbons as "The World's Fair Reporter", with short dramatic sketches, over the following NBC network Sundays, Tuesdays and Thursdays, 8:45-9 p.m., EDST: WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR and WLS, with repeat from 11:15-11:30 p.m. EDST, for the following stations: WLW, KWK, KWCR, KSO, KOIL, WREN and KSTP. Lord & Thomas, Chicago, handles account.

THE WHEATENA Corp., Rahway, N. J. (Wheatena cereal) on Sept. 24 starts dramatic sketch with Raymond Knight on NBC-WEAF network, including WEEI, WTIC, WJAR, WRC, WBEN, WGY, WCSH, WTAG, WTAM and WWJ, Sundays to Thursdays, inclusive, 7:30-7:45 p.m., 30 weeks; also on KGO, KFI, KGW, KOMO and KHQ, daily except Sunday and Thursday, 5:30-5:45 p.m., PST, 30 weeks. Both accounts handled by McKee and Albright, Philadelphia.

THE YANKEE Network reports the following accounts: Acme White Lead & Color Works, Detroit (Lin-X), male quartet, piano and organ, May 8 to June 23, Mondays and Fridays, through Henri, Hurst & MacDonald, Chicago, WNAC, WEAN, WORC, WMAS, WDRC and WFEA; Grocers' Radio League of New England, four quarter hours and one half hour weekly, starting May 15 for 13 weeks, two-piano team, vocalist and minstrel, WNAC, WEAN, WORC, WICC, WDRC, and WMAS.

ABNER DRURY Brewing Co., Washington, on May 16 started "Three Maids and a Mike", vocal trio, over a special CBS hookup of WJSV, Alexandria, Va., WBIG, Greensboro, N. C., and WBT, Charlotte, N. C., 6:15-6:30 p.m., Tuesdays and Thursdays, 13 weeks. Henry J. Kaufman Agency, Washington, handles account.

TASTYEAST, Inc., Trenton, N. J., on May 15 started Pat Barnes in readings on NBC-WJZ network, including WBZ-WBZA, WBAL, WHAM, KDKA, WGAR, WJR and WENR, Mondays, Wednesdays and Thursdays, 12:15-12:30 p.m., EDST. Stack Goble Advertising Agency, Chicago, handles account.

NATIONAL SUGAR Refining Co. of N. J., New York, on June 26 renews "Jack Frost Melody Moments" on NBC-WJZ network, Mondays, 9:30-10 p.m., EDST. Gotham Advertising Co., New York, handles account.

SUN OIL Co., Philadelphia, has renewed Lowell Thomas in "Today's News", as of Dec. 11, on NBC-WJZ network, daily except Saturday and Sunday, 6:45-7 p.m., EST. Roche, Williams & Cunnyngham, Philadelphia, handles account.

LAMONT CORLISS & Co., New York (Pond's cosmetics), on May 26 renewed "Vanity Fair", variety program, on NBC-WEAF network, Fridays, 9:30-10 p.m., EDST. J. Walter Thompson Co., New York, handles account.

GENERAL CIGAR Co., New York, on May 31 changed its advertising plans to promote its White Owl Cigars, and added the CBS-Don Lee network and 12 other stations to its hookup, carrying the Burns & Allen feature with Guy Lombardo's Royal Canadians. Time of repeat program for this additional group is 12:30-1 a.m. J. Walter Thompson Co., New York, handles account.

CHANGES reported in CBS accounts: Wyeth Chemical Co. on June 10 extends "Jack Dempsey's Gymnasium" for unstated period; Nonspi Co. on June 8 adds KRLD; Modern Living, Inc., starting May 26, will broadcast Mondays thru Fridays, 9:30-9:45 a.m.; Congress Cigar Co., starting June 5, changes schedule to Mondays, Tuesdays and Wednesdays, 8:30-8:45 p.m.

UNION OIL Co., Los Angeles, which has sponsored the Hollywood Bowl weekly concerts during the summer for several years over an NBC Pacific coast chain, will this year switch to the Don Lee-CBS network. Lord & Thomas, Los Angeles, will handle the account for the eight broadcasts starting in July and originating at KHJ, Los Angeles.

AFFILIATED PRODUCTS, Inc., Chicago (Kissproof cosmetics), on May 28 renewed Albert Bartlett, the Tango King, on 15 basic CBS stations, plus Rochester, Sundays, 2:15-3 p.m., EDST. Blackett-Sample-Hummert, Chicago, handles the account.

FANNIE BRICE and George Olsen, on the Chase and Sanborn tea program, sponsored by Standard Brands, New York, Wednesdays at 8 p.m., EDST, on the NBC-WEAF network, have been renewed for 16 weeks, beginning June 14.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records:

- Acme White Lead & Color Works, Detroit (paints).
- Edros Natural Products, Inc., New York (Edrolax).
- Exlax Mfg. Co., Brooklyn, N. Y. (chocolate laxative).
- Fred Fear, New York (egg dyes).
- Hancock Oil Co,, Los Angeles (gas and oil).
- Lambert Pharmacal Co., St. Louis (Listerine).
- Paas Dye Co., Newark, N. J. (Easter egg dyes).
- Protective Diet League, Los Angeles (Kelfood).
- Rio Grande Oil Co., Los Angeles (gas and oil).
- Rosdex Co., Philadelphia (medicine).
- Signal Oil & Gas Co., Los Angeles (gasoline).
- Skelly Oil Co., Kansas City (Skelly products).
- Union Pacific, Chicago & Northwestern Railroad, Chicago.
- Vick Chemical Co., Greensboro, N. C. (Vick drug products).

TITAN PRODUCTIONS Co., transcriptions, of San Francisco, has issued a series of four quarter-hour disks, which were given a preview on KSCJ, Sioux City, Ia., in late May. The recordings are "Remote Control", a popular revue with Zizz Black, band and soloists; "The Iron House", a thriller; "Barbara Dale", who presents her "Charm School for Women" over NBC on the Pacific coast; "Empire Minstrels", a variety show.

WILLIAM A. BOWEN and William Jennings Bryan, Jr., Los Angeles attorneys, have organized a new transcription group in the Metropolitan Studio, Hollywood.

GILLETTE SAFETY RAZOR Co., Boston, is going on the air locally to test radio, preliminary to a possible network campaign this fall.

PROSPECTS

ACCOUNTS that have previously used radio and are making up lists during July and the ensuing few months are reported by the James McKittrick Co. as follows: D. Ghirardelli Co., San Francisco (chocolate and mustard); The Colorado Ass'n, Denver (community advertising); St. Petersburg Chamber of Commerce, St. Petersburg, Fla. (community advertising); Mantle Lamp Co. of America, Chicago (kerosene mantle lamps); Scholl Mfg. Co., Chicago (Dr. Scholl's Zino-Pads); William Wrigley, Jr. Co., Chicago (chewing gum); Swain Nelson & Sons Co., Glenview, Ill. (nursery stock, etc.); Arzen Laboratories, Clinton, Ia. (proprietary medicine); Carey Salt Co., Hutchinson, Kan.; Ballard & Ballard Co., Louisville (wheat flour and feeds); Field & Flint Co., Brockton, Mass. (men's leather shoes); Buffalo Wire Works Co., Buffalo, N. Y. (wire cloth, etc.); General Cigar Co., New York; Apex Electrical Mfg. Co., Cleveland (electrical appliances); France Mfg. Co., Cleveland (electrical equipment); Joseph & Feiss Co., Cleveland (men's clothing); Musterole Co., Cleveland (Musterole and Zemo); Tennessee Products Corp., Nashville (Breethem); Carnation Co., Milwaukee (evaporated milk).

HECKER-H-O Co., Buffalo (foods) makes up lists in June, July and March, including radio. W. H. Thornburg is advertising manager. Advertising of Force whole wheat flakes is placed by Erwin, Wasey & Co., New York; Pacific Coast advertising of H-O oats is placed by McCann-Erickson, New York; balance of advertising is placed by Gotham Advertising Co., New York.

WARREN TELECHRON Co., Ashland, Mass. (Telechron electric clocks, motors, etc.), makes up list during June and January, including radio. William K. Opdyke is advertising manager. Advertising is placed through the Boston office of N. W. Ayer & Son.

A. J. TOWER Co., Boston (Fish brand waterproof clothing) makes up lists in June and January, including radio. Paul G. Hudson is advertising manager. N. W. Ayer & Son, Philadelphia, handles account.

RADIO will be used along with newspapers in a campaign by American National Gasoline Co., Detroit, which will be handled by Martin, Inc., new agency in the Fox Theater Bldg., Detroit.

SAL-O-DENT LABORATORIES, St. Louis (Sal-O-Mint Toothpaste), will use radio with newspapers in the middle west and southwest in a campaign handled by Jim Daugherty, Inc., 211 No. 7th St., St. Louis.

WILLIAM G. BELL Co., Boston (Bell's poultry seasoning), makes up lists during June, including radio. Norman S. Dillingham is advertising manager. Account is handled by N. W. Ayer & Son, Philadelphia.

EXCELEX PRODUCTS Co., St. Paul (kitchen cleanser), will use radio with newspapers in an account being handled by Greve Advertising Agency, St. Paul.

GODISSART COSMETIC Co., 1705 North Kenmore Ave., Los Angeles, will undertake a summer advertising campaign including radio (nationally) on certain stations. Firm conducts 14 retail stores on the west coast with perfumes and cosmetics.

WLEU have been assigned by the Radio Commission as the call letters for the new station at Erie, Pa., authorized May 9 on application of Leo J. Omelian. To operate on 1420 kc. with 100 watts night and 250 day, unlimited time, the station takes over the facilities of WERE, Erie, deleted several months ago.

WASHINGTON'S BIG RADIO SHOW PICKS WASHINGTON'S BIG STATION

WASHINGTON FAVORITES ON THE AIR!

DON'T MISS BORDEN'S ALL-STAR

AFTER DINNER RADIO CLUB

Presented by the makers of Borden's fine Cheeses

MARGUERITE CROMWELL

STRICKLAND GILLILAN

DO-RE-MI TRIO

JIMMIE WILKINSON

BOB TROUT

RUDOLPH SCHRAMM'S ORCHESTRA

TUNE IN 9:30 WEDNESDAY NIGHT

STATION WJSV

WJSV

10,000 WATTS

OLD DOMINION BROADCASTING COMPANY
1218 Shoreham Building · Washington, D. C.
Radio Sales, Inc., 485 Madison Ave., New York
and 410 North Michigan Avenue, Chicago

WJSV IS THE WASHINGTON KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

AGENCIES AND REPRESENTATIVES

R. G. TIMMERMAN, former head of the radio department of the Charles Daniel Frey Co., Chicago agency, has joined the staff of Free & Sleininger, Chicago radio representatives. From 1917 to 1925 Mr. Timmerman was head of the media department of the D'Arcy Advertising Co., St. Louis, and later was with Allen-Klapp Co., Chicago newspaper representatives. Free & Sleininger's representation now includes WGR, and WKBW, Buffalo; WGAR, Cleveland; WOC-WHO, Davport-Des Moines; WJR, Detroit; WDAY, Fargo, N. D.; WHB, Kansas City; WTMJ, Milwaukee; KSTP, St. Paul; WMCA, New York; WMBD, Peoria, Ill.; WCAE, Pittsburgh, and WSYR, Syracuse.

THE ARMAND Co., 124 Des Moines Ave., Des Moines, Ia. (cosmetics), has appointed Coolidge Advertising Co., Des Moines, to place its radio advertising; R. H. Cary, vice president of the agency, handles the account. Steuerman Advertising Agency, New York, handles the newspaper and N. W. Ayer & Son, Chicago, handles the magazine advertising.

COWAN & DENGLER, Inc., 25 West 45th St., New York, has been appointed to place the radio advertising in the New York territory of Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals). H. B. Carlton is manager of the New York office of Crazy Water Co. at 2383 Broadway.

EMIL BRISACHER & STAFF, San Francisco, has started a campaign for Paraffine Companies, Inc., San Francisco, using radio with newspaper copy to urge renovizing and the use of paints, flooring, roofing, shingles, etc., to repair business damaged by the recent Southern California earthquake.

TOM WALLACE, former KNX announcer, Hollywood, has opened a radio agency at 331 N. Gower St., Hollywood and is handling KTM Ranch Boys act nightly for Crazy Water Hotel Co., Mineral Springs, Tex. Broadcast will be sponsored by Crazy Water dealers of Southern California.

EDWARD PETRY & Co., Inc., has been appointed exclusive national advertising representatives of WSB, Atlanta, and WTAR, Norfolk, Va. This brings the total number of stations represented by the Petry company to 22.

EDWARD DAVENPORT, formerly merchandising advisor for the LONG BEACH (Cal.) PRESS-TELEGRAM, after a business trip east has established his own agency in Long Beach to handle radio and other accounts.

WHITE STAR REFINING Co., Detroit has appointed Batten, Barton, Durstine & Osborn, New York, to handle its national advertising.

R. M. HOLLINGSHEAD Co., Camden, N. J. (whiz automotive polish and chemicals), has appointed Badger and Browning & Hersey, Inc., New York, to handle its account.

CRADDOCK-TERRY Co., Lynchburg, Va. (shoes), has appointed Hanff-Metzger, Inc., New York, to handle its account.

TANGLEFOOT Co., Grand Rapids, Mich. (fly paper), has appointed Stevens, Palmer & Stevens, Grand Rapids, to handle its account.

P. DUFF & SONS, Inc., Pittsburgh (gingerbread, molasses, etc.) has appointed the Pittsburgh office of Batten, Barton, Durstine & Osborn to handle its account.

PLANTER'S NUT & CHOCOLATE Co., Suffolk, Va., and Wilkes-Barre, Pa., has appointed J. Walter Thompson Co., New York, to handle its account.

Keep Step in Pittsburgh With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES | 1000 WATTS

STUDIO NOTES

MARKING the tenth anniversary of the inauguration of religious programs on a large scale on the combined NBC networks, a dinner was held May 23 at the Waldorf Astoria Hotel by the church leaders interested in the enterprise. Ten national religious radio speakers thanked NBC officials for the programs, which are broadcast without charge, in behalf of the churches and the listeners. M. H. Aylesworth, president of NBC, and other NBC executives were present.

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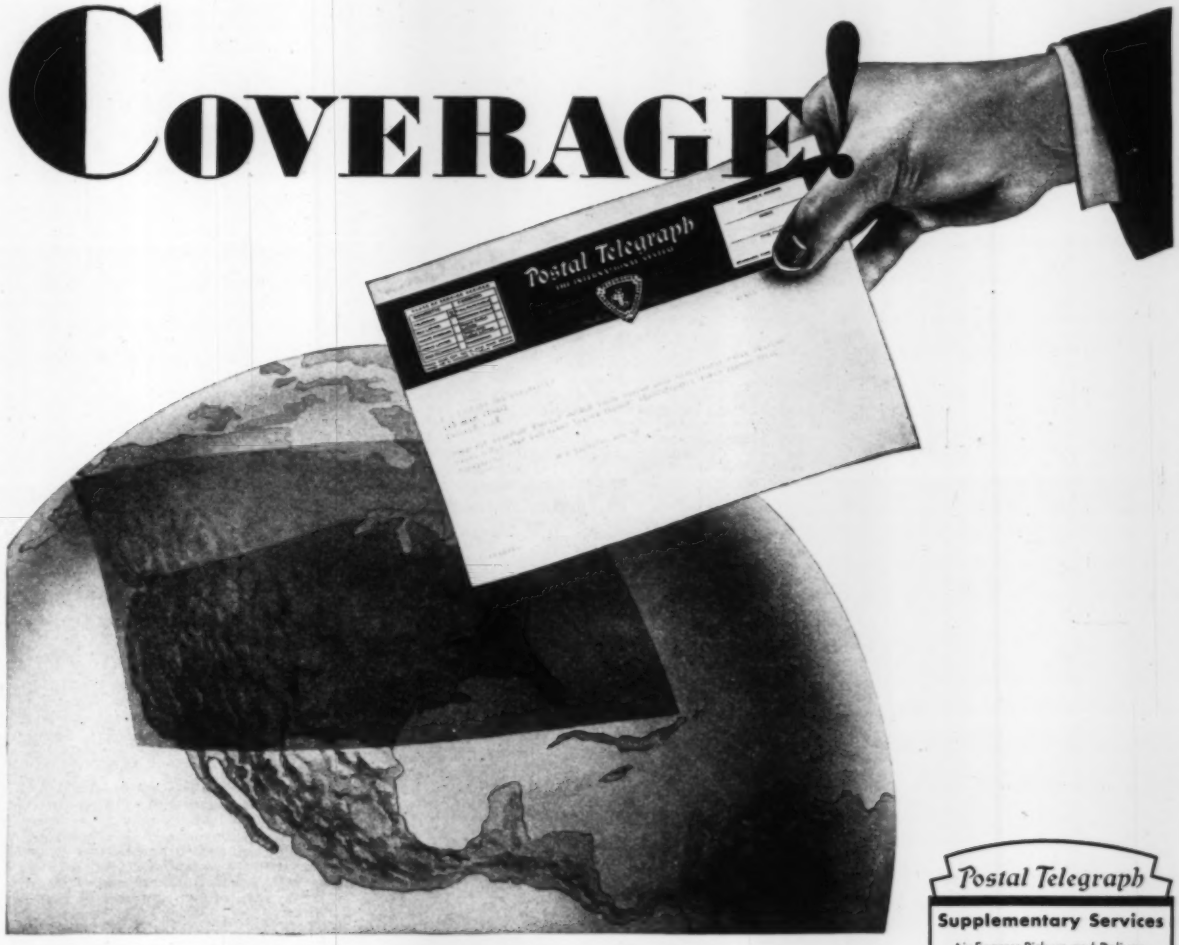

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Our facilities are placed where they can serve best in speeding the messages of American business—where they can provide the most accurate, dependable, fast communication that telegraphy can offer. We stretch our lines where business wants them, open our offices where business can use them.

Naturally there are thousands of small communities where no telegraph company maintains an office. But for each and every one of these places, Postal Telegraph accepts your messages and through its connections transmits them quickly and accurately.

Furthermore, Postal Telegraph service is not confined to the United States. It offers you efficient, economical message communication to the entire world...via the coordinated telegraph, cable and radio facilities of the great International System, of which it is a part. No matter whom your message must reach, nor to what part of the world it may be addressed, Postal Telegraph and its affiliated communication companies always see your message through.

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Commercial Cables — *All America Cables*

Mackay Radio

AGENCIES AND REPRESENTATIVES

R. G. TIMMERMAN, former head of the radio department of the Charles Daniel Frey Co., Chicago agency, has joined the staff of Free & Sleininger, Chicago radio representatives. From 1917 to 1925 Mr. Timmerman was head of the media department of the D'Arcy Advertising Co., St. Louis, and later was with Allen-Klapp Co., Chicago newspaper representatives. Free & Sleininger's representation now includes WGR, and WKBW, Buffalo; WGAR, Cleveland; WOC-WHO, Davport-Des Moines; WJR, Detroit; WDAY, Fargo, N. D.; WHB, Kansas City; WTMJ, Milwaukee; KSTP, St. Paul; WMCA, New York; WMBD, Peoria, Ill.; WCAE, Pittsburgh, and WSYR, Syracuse.

THE ARMAND Co., 124 Des Moines Ave., Des Moines, Ia. (cosmetics), has appointed Coolidge Advertising Co., Des Moines, to place its radio advertising; R. H. Cary, vice president of the agency, handles the account. Steuerman Advertising Agency, New York, handles the newspaper and N. W. Ayer & Son, Chicago, handles the magazine advertising.

COWAN & DENGLER, Inc., 25 West 45th St., New York, has been appointed to place the radio advertising in the New York territory of Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals). H. B. Carlton is manager of the New York office of Crazy Water Co. at 2383 Broadway.

EMIL BRISACHER & STAFF, San Francisco, has started a campaign for Paraffine Companies, Inc., San Francisco, using radio with newspaper copy to urge renovizing and the use of paints, flooring, roofing, shingles, etc., to repair business damaged by the recent Southern California earthquake.

TOM WALLACE, former KNX announcer, Hollywood, has opened a radio agency at 331 N. Gower St., Hollywood and is handling KTM Ranch Boys act nightly for Crazy Water Hotel Co., Mineral Springs, Tex. Broadcast will be sponsored by Crazy Water dealers of Southern California.

EDWARD PETRY & Co., Inc., has been appointed exclusive national advertising representatives of WSB, Atlanta, and WTAR, Norfolk, Va. This brings the total number of stations represented by the Petry company to 22.

EDWARD DAVENPORT, formerly merchandising advisor for the LONG BEACH (Cal.) PRESS-TELEGRAM, after a business trip east has established his own agency in Long Beach to handle radio and other accounts.

WHITE STAR REFINING Co., Detroit has appointed Batten, Barton, Durstine & Osborn, New York, to handle its national advertising.

R. M. HOLLINGSHEAD Co., Camden, N. J. (whiz automotive polish and chemicals), has appointed Badger and Browning & Hersey, Inc., New York, to handle its account.

CRADDOCK-TERRY Co., Lynchburg, Va. (shoes), has appointed Hanff-Metzger, Inc., New York, to handle its account.

TANGLEFOOT Co., Grand Rapids, Mich. (fly paper), has appointed Stevens, Palmer & Stevens, Grand Rapids, to handle its account.

P. DUFF & SONS, Inc., Pittsburgh (gingerbread, molasses, etc.) has appointed the Pittsburgh office of Batten, Barton, Durstine & Osborn to handle its account.

PLANTER'S NUT & CHOCOLATE Co., Suffolk, Va., and Wilkes-Barre, Pa., has appointed J. Walter Thompson Co., New York, to handle its account.

Keep Step in Pittsburgh With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220, KILOCYCLES 1000 WATTS

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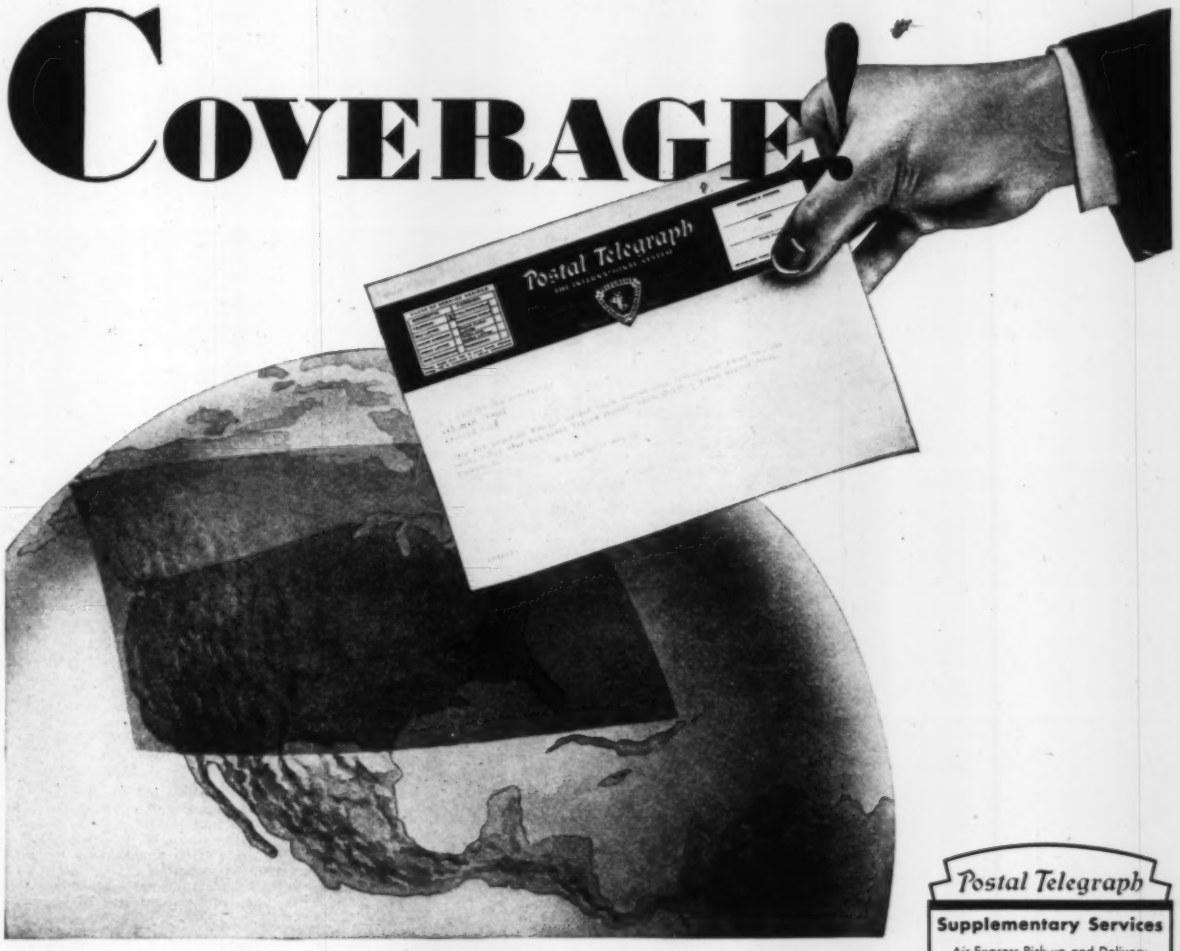

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
MAY 13 TO MAY 29 INCLUSIVE

Applications . . .

MAY 13

WJEJ, Hagerstown, Md.—Voluntary assignment of license to Hagerstown Broadcasting Co.

WICC, Bridgeport, Conn.—Modification of CP to move transmitter locally, to extend completion date from 5-10-33 to 6-10-33.

WHAM, Rochester, N. Y.—CP to install additional equipment and increase power from 25 kw. to 50 kw.

WORC-WEPS, Worcester, Mass.—CP to install new transmitter, change frequency from 1200 kc. to 1280 kc., and increase power from 100 w. to 500 w.

WPTF, Raleigh, N. C.—Modification of license to increase hours of operation from limited—KPO to unlimited time; also CP to install new transmitter at site to be determined, near Raleigh, and increase power from 1 kw. to 5 kw.

WENC, Americus, Ga.—Voluntary assignment of license to Americus Broadcast Corp.

KTAT, Fort Worth—Modification of license to change hours of operation from sharing with WACO equally to unlimited time (facilities of WACO, Waco, Tex.).

WACO, Waco, Tex.—CP to install new transmitter, and change from 1240 kc., 1 kw., sharing with KTAT equally to 1420 kc., 100 w., specified hours of operation (facilities of KGKB, Tyler, Texas).

KGKB, Tyler, Tex.—Modification of license to change hours of operation from unlimited to specified hours.

MAY 16

WDEL, Wilmington, Del.—Modification of license to increase power from 250 w. night, 500 w. day, to 500 w.

WORK, York, Pa.—Modification of license to change from 1 kw. power, D, to 250 w. night, 1 kw. day, unlimited time.

WODX, Mobile, Ala.—Modification of license to change hours of operation from simultaneous day, share with WSFA night to unlimited time, and change frequency from 1410 kc. to 1380 kc.

WMAQ, Chicago—CP to move transmitter from Addison, Ill., to 3.5 miles south of Downer's Grove, Ill., install new transmitter, and increase power from 5 kw. to 50 kw.

KSO, Des Moines—CP to install new transmitter at site to be determined, near Des Moines, increase power from 100 w. night, 250 w. day to 250 w. night, 500 w. day, and change frequency from 1370 kc. to 1120 kc. (facilities of WIAS, Ottumwa, Ia.).

KGEK, Yuma, Col.—Modification of license to change name of licensee to Elmer G. Beehler, and change specified hours of operation.

KIFH, Juneau, Alaska.—Modification of CP for a new station at Juneau, to extend commencement and completion dates to 6-1-33 and 9-1-33, respectively.

KIEM, Eureka, Cal.—License to cover CP, as modified, for a new station, 1210 kc., 100 w., D.

Application returned to applicant: WJEJ, Hagerstown, Md.—Involuntary assignment of license from A. V. Tidmore.

MAY 18

WSYR-WMAC, Syracuse, N. Y.—CP to change transmitter site locally, to be determined, install new transmitter and increase power from 250 to 500 w.

WGBI, Scranton, Pa.—License to cover CP granted 3-17-33 for changes in equipment.

WEXL, Royal Oak, Mich.—CP to make changes in equipment and increase power from 50 to 100 w.

WJBY, Gadsden, Ala.—Consent to involuntary assignment of license from Gadsden Broadcasting Co., Inc.

WJBY, Gadsden, Ala.—CP to move transmitter, exact location to be determined on Anniston highway, move studio to Third and Chestnut streets.

KMLB, Monroe, La.—CP to change transmitter location 1 mile to City Park-Forsythe Ave., change frequency, power and hours from 1200 kc.-100 w., unlimited hours to 590 kc., 250 w., specified hours and change equipment.

KGDY, Huron, S. D.—Modification of CP granted 2-21-33 to extend date of completion to 8-21-33.

WGES, Chicago—Modification of license to change hours of operation from shares with WJKS (WJKS 4/7 time; WGES 3/7 time) to specified hours.

MAY 20

WFBC, Greenville, S. C.—License to cover CP to move station from Knoxville, Tenn., to Greenville; install new transmitter, increase power from 50 w. to 100 w. night, 250 w. day, change hours of operation from sharing with WBHS to unlimited.

KVOO, Tulsa, Okla.—Modification of CP as modified, to extend date of completion to Sept. 17.

WKBF, Indianapolis—Modification of CP to change authorized transmitter location.

KGIR, Butte, Mont.—Modification of license to change frequency from 1360 kc. to 1340 kc., amended to request increase in power from 500 w. to 500 w. night, 1 kw. D.

KROW, Oakland, Cal.—CP to install new transmitter.

Applications returned: WLTH, Brooklyn—CP to install new auxiliary transmitter; NEW, Donald E. Bean & Wendell S. Clark, Danbury, Conn.—CP for a new station, 1310 kc., 100 w., unlimited time; NEW, Southland Radio Corp., Shreveport, La.—CP for a new station, 1210 kc., 100 w., unlimited time, facilities of KWEA, Shreveport.

MAY 23

WARD, Brooklyn—Consent to involuntary assignment of license from U. S. Broadcasting Corp. to Anna Unger.

WJBK, Detroit—Modification of license to change hours of operation from specified to unlimited time.

WIBM, Jackson, Mich.—Modification of license to change hours of operation from specified to unlimited time.

Applications returned: WMT, Waterloo, Ia.—Modification of license to increase day power from 500 w. to 1 kw.; WODX, Mobile, Ala.—Modification of license to change frequency from 1410 kc. to 1380 kc. and change hours of operation from simultaneous day, sharing with WSFA at night to unlimited time; WJAC, Johnstown, Pa.—Consent to voluntary assignment of license to WJAC, Inc.

MAY 26

WODA, Paterson, N. J.—Consent to voluntary assignment of license to WODAAM Corp.

WAAM, Newark, N. J.—Consent to voluntary assignment of license to WODAAM Corp.

WJAC, Johnstown, Pa.—Consent to voluntary assignment of license to WJAC, Inc.

WEHC, Emory, Va.—Modification of CP to move station from Emory to Charlottesville, Va., extend completion date to 8-28-33.

KNOW, Austin, Tex.—Modification of CP (to install new transmitter) to change transmitter site locally and extend commencement date to 30 days after grant and completion date to 90 days thereafter.

NEW, Shreveport, La.—Southland Radio Corp. for CP, 1210 kc., 100 w., unlimited time (facilities of KWEA, Shreveport) resubmitted, amended to change transmitter site locally.

NEW, Bessmay, Tex.—Reybern D. Huffman for CP, 1200 kc., 100 w. D.

MAY 28

KARK, Little Rock, Ark.—CP to make changes in equipment.

WODX, Mobile, Ala.—Modification of license to change frequency from 1410 kc. to 1380 kc., change hours from simultaneous day with WSFA, shares night with WSFA, to unlimited.

NEW, Huntington Park, Cal.—Fred L. Packard and G. Hepp for CP to use 1300 kc., 500 w., share KFAC.

Application returned: KMLB, Monroe, La.—CP to change transmitter site locally, install new equipment, change frequency, power and hours from 1200 kc., 100 w., unlimited, to 590 kc., 250 w., specified hours.

Decisions . . .

MAY 16

Set for hearing: KGER, Long Beach, Cal.—Modification of license to change studio location from 435 Pine Ave., Long Beach, to 605 So. Broadway, Los Angeles.

Application, heretofore set for hearing, dismissed at request of applicant: WJBK, Detroit—Modification of license, 1370 kc., 100 w., 50 w. LS.

KGER, Long Beach, Cal.—Granted permission to take depositions of two witnesses at Los Angeles on May 24.

KTM, Los Angeles—Granted permission to take certain depositions in Los Angeles on May 29, in re application for renewal of license and voluntary assignment of license.

WIL, St. Louis—Granted permission to intervene in the application of WTAD for permission to move to E. St. Louis, Ill.

Pursuant to mandate of the Court of Appeals of the District of Columbia affirming the decision of the Commission of May 6, the following grants were made:

WMCA, New York—Granted modification of license for the use of 570 kc. with 500 w., sharing time with WPCH, effective June 5.

WPCH, New York—Granted modified license for the use of 570 kc. with 500 w., sharing time with WMCA, effective June 5.

WNYC, New York—Granted modified license for use of 810 kc. with 500 w. and D hours until sunset at Minneapolis, effective for regular license period.

To allow WNYC an opportunity to install its crystal control equipment on 810 kc., the Commission granted the following special temporary authorizations: WNYC and WMCA to share 570 kc. with 500 w. power until 3 a.m. June 5; WPCH, to use 810 kc. with 500 w. power and D hours until sunset at Minneapolis for same period.

WODX, Mobile, Ala.—Granted special temporary authority to operate with 250 w., not to exceed 10 days, pending repair of generator.

WINS, New York—Granted 60-day authority to operate experimental transmitter W2XBF on 1180 kc. at new location, Carlstadt, N. J., from 2 to 6 a.m., EST.

KGER, Long Beach, Cal.—Granted petition to intervene in the application of KFPY, Spokane, Wash., to transfer to 890 kc., and of KGIR, Butte, Mont., to transfer to 1340 kc.

MAY 19

KLRA, Little Rock, Ark.—Granted modification of license to increase hours of operation from specified hours to unlimited time.

KGHI, Little Rock, Ark.—Granted CP to make changes in equipment and increase day power from 100 to 250 w., on 1200 kc., unlimited time.

WFDF, Flint, Mich.—Granted renewal of license, 1210 kc., 100 w., unlimited time.

WEXL, Royal Oak, Mich.—Granted renewal of license, 1310 kc., 50 w., unlimited time.

WCAT, Rapid City, S. D.—Granted authority to discontinue operation from June 2 to Sept. 10, during regular summer vacation.

NEW, San Juan, P. R.—Granted CP for new station to operate on 1290 kc., 500 w., unlimited time.

WICC, Bridgeport, Conn.—Granted modification of CP extending completion date to June 10.

WMBH, Joplin, Mo.—Granted special temporary authority to operate special hours.

Set for hearing: WARD, Brooklyn—Modification of license to change hours of operation from sharing with WFOX, WLTH and WBBC to unlimited time. (Facilities of WFOX, WLTH and WBBC).

KGIR, Butte, Mont.—Granted authority to take depositions of 15 witnesses located in Butte on May 22 in re Docket No. 2011.

KFPY, Spokane, Wash.—Granted authority to take depositions of certain witnesses at Salt Lake City on May 20; Idaho Falls on May 22, and Spokane on May 23, in re Docket 2008.

KELW, Burbank, Cal.—Granted authority to take depositions of certain witnesses at Burbank, Cal., on May 22 in re Dockets 1957 and 1964.

KFPY, Spokane, Wash.—Granted special authority to operate a 10-w. crystal controlled oscillator on 1340 kc. between 2 and 7 a.m., May 17 to 25.

MAY 23

WAMC, Anniston, Ala.—Granted CP to install new equipment, move studio locally in Anniston, and move transmitter to a location to be determined.

WMBO, Auburn, N. Y.—Granted license covering rebuilding of station and moving transmitter locally; 1310 kc., 100 w., unlimited time.

WHBQ, Memphis, Tenn.—Granted license covering local move of transmitter; 1370 kc., 100 w., unlimited time.

KICA, Clovis, N. M.—Granted license covering local move of transmitter and studio; 1370 kc., 100 w., share with KGFL.

WOR, Newark, N. J.—Granted modification of CP extending commencement date to June 16 and completion date to Nov. 16.

KREG, Santa Ana, Cal.—Granted authority to install new DCC automatic frequency control equipment.

WBAL, Baltimore—Synchronization authorization extended for a period of three months from June 1.

WKBF, Indianapolis—Granted authority to use time of WBAA from May 29 to Oct. 6, inclusive, during summer vacation period of Purdue University, licensee of WBAA.

WBAA, W. Lafayette, Ind.—Granted authority to cease operation from May 27 to Oct. 6, during summer vacation.

KFNF, Shenandoah, Ia.—Granted extension of special authority from June 1 to July 1, to use time assigned but not used by KUSD and WILL.

KWSC, Pullman, Wash.—Granted authority to reduce hours of operation from June 1 to Sept. 30.

Set for hearing: WOW, Omaha, Neb.—Modification of license to increase hours of operation from sharing with WCAJ to unlimited time.

KICK, Red Oak, Ia.—Granted CP to move transmitter and studio from 601 Summit St., Red Oak, to Carter Lake, Ia., in keeping with a mandate of the Court of Appeals of the District of Columbia affirming the decision of the Commission of Sept. 13, 1932.

WRAM, Wilmington, N. C.—Granted renewal of license since the application of the Wilmington Broadcasting Co. for its facilities was denied May 12 because of default.

WOR, Newark, N. J.—Hearing upon application to determine transmitter site for its new 50 kw. station continued to date convenient for Commission.

WMU, Linden, N. J.—Renewal of license granted on temporary basis, subject to such action as the Commission may take on licensee's pending application for renewal.

KFJB, Marshalltown, Ia.—The Commission reconsidered its action of May 12, granting station special temporary authority to operate unlimited time from June 4 to June 10, and cancelled the authorization at request of applicants.

WLCI, Ithaca, N. Y.—The application requesting authority to make changes in equipment, heretofore granted, was retired to closed files because applicants failed to request application for license or extension of construction period.

WEBF, Indianapolis—Granted 30-day authority to operate transmitter at Millersville Road and Grovelon Ave. pending action on modification of application.

MAY 26

KOCW, Chickasha, Okla.—Granted modification of CP to move transmitter from Chickasha to Tulsa, change studio location to Mayo Hotel, Tulsa, and change type of equipment.

KFDX, Galveston, Tex.—Granted CP to move transmitter and studio locally.

WCDA, New York—Granted CP to make changes in equipment.

KWEA, Shreveport, La.—Granted modification of CP to change type of equipment authorized by CP.

KGDY, Huron, S. D.—Granted modification of CP extending completion date to Aug. 21.

KIFH, Juneau, Alaska—Granted modification of CP extending commencement date to June 1 and completion date to Sept. 1.

WFLA-WSUN, St. Petersburg, Fla.—Granted license, 620 kc., 250 w. night, 500 w. day (special authority 1 kw. night and 2½ kw. day) unlimited time.

WJEJ, Hagerstown, Md.—Granted consent to voluntary assignment of license to Hagerstown Broadcasting Co.

WENC, Americus, Ga.—Granted consent to voluntary assignment of license to Americus Broadcasting Corp.

WCAC, Storrs, Conn.—Granted authority to discontinue operation for summer vacation period, from June 12 to Sept. 1.

WICC, Bridgeport, Conn.—Granted authority to use time relinquished by WCAC.

Stations granted temporary licenses, subject to action by the Commission on pending applications for renewals: WBHS, Huntsville, Ala.; WJBY, Gadsden, Ala.; WNBW, Carbondale, Pa.; WPHR, Petersburg, Va.

WBBX, New Orleans—Designated renewal applications for hearing and granted temporary license subject to action by the commission.

Set for hearing: NEW, Eastern Oregon Broadcasting Co., LaGrande, Ore.—CP to operate on 1500 kc., 100 w. night, 250 w. day, unlimited time; (facilities term quota units .2 from KOAC, Corvallis, Oreg.).

KWKH, Shreveport, La., and WWL, New Orleans—Date of oral argument on examiners' report No. 470 changed from June 21 to June 14.

WNBO, Silver Haven, Pa.; WCAE, Pittsburgh; WHBC, Canton, O.—Argument on examiners' report No. 471, set for June 7. Examiner Hyde recommended that application of WNBO for removal to Monangahela, Pa., be denied and that applications of WCAE to move station locally and WHBC to install new equipment be granted.

WBCM, Bay City, Mich.—Application for special authority requesting special experimental license to increase operating power from 500 w. to 1 kw. for 60 days, which was defaulted on May 5, because applicant failed to file appearance and statement of facts, was restored to docket.

NEW, Newark, N. J.—Application for 1450 kc., 250 w., sharing with WHOM (facilities of WBMS), heretofore set for hearing, denied because applicant failed to enter appearance.

NEW, W. L. Gleeson, Monterey, Cal. (Ex. Rep. 482)—Denied CP to operate on 1210 kc., 100 w., unlimited time, sustaining Examiner Pratt.

NEW, W. L. Gleeson, Sacramento, Cal.—Denied CP to operate on 1490 kc., 5 kw., unlimited time, sustaining Examiner Pratt.

Examiners' Reports . . .

NEW, Herman Radner and Harold F. Gross, M. B. Keller and L. A. Versluis, Lansing, Mich.—Examiner Pratt recommended (Report 479; Dockets 1852 and 2098) that application of Gross, Keller and Versluis for CP on 1210 kc., 100 w. night and 250 w. LS, unlimited time, be granted and that application of Radner for same facilities be denied.

WIXAL, Boston—Examiner Pratt recommended (Report 480; Docket 1571) that application for experimental relay broadcasting license be granted. Name of applicant has been changed from Shortwave Broadcasting Corp. to World-Wide Broadcasting Corp. and former irregularities have been corrected.

NEW, Copper Electric Co., Inc., Lowell, Mass.—Examiner Hyde recommended (Report 481; Docket 1932) that application for CP to operate on 1200 kc., 100 w., D, be granted on ground that service is needed and that Arizona is under-quota in broadcasting facilities.

NEW, W. L. Gleeson, Sacramento, Cal.—Examiner Pratt recommended (Report 482; Dockets 1916 and 1987) that applications for CP on 1210 kc., 100 w., unlimited time, and 1490 kc., 5 kw., unlimited time, be denied as in default because applicant failed to appear at hearing.

WKAV, Laconia, N. H.—Chief Examiner Yost recommended (Report 483; Docket 1924) that application for renewal of license be denied as in default because of failure to enter appearance at hearing.

Widening Into Low Waves Improbable

Jansky Sees Trend Other Way, Attacks WIBO Decision

Mr. Jansky

ALTHOUGH there is universal agreement among engineers that the frequencies below the 550 kc. limit of the broadcast band are better suited for broadcasting then frequencies above the 1,500 kc. limit, it is probable that if the broadcast band is widened at all at the forthcoming North American conference it will be by adding high rather than low frequency channels, according to C. M. Jansky, Jr., consulting radio engineer of Washington.

In an address May 19 before the third annual assembly of the National Advisory Council on Radio in Education in New York, Mr. Jansky discussed immediate problems affecting broadcast station allocations. Despite the fundamental considerations in favor of use of frequencies below 550 kc., Mr. Jansky said that opposition of other services, which contend that the low frequencies are also best adapted to their needs, is likely to block the demands of broadcasters.

Army, Navy and maritime interests have opposed the demands of the broadcasters for enlargement below 550 kc. James W. Baldwin, former secretary of the Radio Commission, who has been the official representative of the NAB at these conferences, has refused to retreat from his position that long waves should be made available for broadcasting.

Raps WIBO Decision

MR. JANSKY in his talk attacked the Davis amendment and the recent Supreme Court decision in the WIBO case, which was based on the amendment. He described the amendment as "ambiguous and meaningless". Alluding to the WIBO case, he said:

"We have just been given an amazing demonstration of the absurd, and may I say exceedingly dangerous consequences which can result from attempts to enforce radio laws which so completely ignore the workings of radio transmission phenomena. If the potentialities were not so serious, what has taken place would be funny, to say the least."

Uses Diesel Power

TWO DIESEL engines of 790 h.p. each are furnishing the power for the recently established 200 kw. broadcasting station in the Duchy of Luxembourg, which is reported in the European press as having an "agreeable" service range of 1,250 miles on its long wave of 240 kilocycles. The station is operated on American commercial lines, deriving revenues from advertisers in various European countries. It is said to be backed by French capital.

Good Old Barter

NOTE on American economics, 1933 model: The Olympic Hotel in San Francisco has taken paid newspaper space and radio time to announce that it will accept cattle, vegetables, poultry, or dairy products from visiting farmers in payment for room, meals—and theater. Account Executive Harold C. Wurts of the Ross agency has even gone into the hinterlands to organize special barter parties—From Advertising & Selling.

Nebraska Court Drops KFAB Libel Test Case

HOPES for final adjudication by the U. S. Supreme Court of the liability of a broadcasting station for libel uttered over its facilities apparently have been blocked by virtue of the recent dismissal of a projected test case by the Supreme Court of Nebraska.

Ruling in the suit of C. A. Sorensen, former Nebraska attorney general, against Richard F. Wood, Lincoln attorney, and KFAB, of Lincoln, for libel allegedly uttered by Wood over the station, the Supreme Court held that the case was moot since a settlement of $500 in favor of Sorensen already had been made. The NAB had intervened in the case with the objective of carrying it to the Supreme Court. In the original action, the Nebraska Supreme Court held, on appeal, that the station was jointly liable with the speaker for libel uttered over its facilities.

M. V. Beghtol, attorney for KFAB and for the NAB, declared that a motion for reconsideration will be filed in a further effort to perfect the case for Supreme Court review. In its ruling, however, the state court held that since Sorensen had been satisfied, no real controversy exists.

THERE were 5,498,700 radio set licenses issued by the British Postoffice in force on March 31, 1933. British set owners pay an annual radio tax of about $2.50.

BBC's Telephone Calls Average But Two Daily

THAT BRITISH listeners do not display the interest in radio programs that Americans do was emphasized early this month after the failure of Pepsodent to resume "The Goldbergs" on the NBC-KGO network May 1 as scheduled brought 18,000 telephone calls and thousands of letters of protest. The sponsor cancelled the feature in April after the NBC-KPO network was abandoned because of failure to find a suitable time on the KGO chain.

Malcolm Frost, British Broadcasting Corporation executive, who happened to be visiting NBC's San Francisco headquarters at the time, commented that BBC does not get more than two telephone calls a day, "possibly because it costs a penny to telephone us." Mr. Frost was en route to Australia on a special mission for the BBC.

"British audiences don't take nearly so active an interest in programs as you do over here," he said. "Our only check on their reaction to what is broadcast is through the press. We don't work on such a close time schedule as you do over here, either. When a program of national importance is ready to be presented, we call all the other stations—Edinburgh and so on—they say, 'Ready' and when they have all responded, the program goes on. American audiences don't like to wait for programs. British listeners insist upon a few moments' intervals; they declare they enjoy what they hear all the more if it doesn't follow too closely upon the program which has preceded it."

Course in Radio

SUMMER courses for the University of Southern California, Los Angeles, starting June 21, will include one on radio speech. Dr. Harry Lee Ewbank, member of the executive council of the National Association of Teachers of Speech, who is also chairman of the radio committee and debating director at the University of Wisconsin, will direct. Course will include practical instruction through public address system, together with continuity writing and organization of material. Prof. Ewbank is the author of "The Technique of Radio Speech" and "Objective Measurements of Radio Speech."

RCH

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Leniency in Canadian Advertising

(*Continued from page 12*)

a mechanical and technical nature, compelling station owners in return for the license privilege to maintain a technical efficiency that will improve reception conditions generally. While considerable resistence is expected, he asserted the Commission intends to adhere firmly to the position that a station must not be a nuisance to radio users.

On the subject of advertising limitations, Mr. Charlesworth said:

"The most discussed provision in the act creating our Commission has been that limiting advertising to 5 per cent of the period. It is important that the public should know that this policy was fixed for us in advance, although we have a slight discretionary power in the matter. The Parliamentary Committee took the evidence of a number of eminent commercial sponsors as well as leading advertising agencies and all agreed that 5 per cent of the period was sufficient.

Praises U. S. Networks

"BUT SUCH is the public mind that when our Commission, which had nothing whatever to do with devising this limitation, commencing on April 1 tried to put it in force, I was widely denounced as a 'Czar' who was trying to take the food from the mouths of babes and sucklings. However the agitation quickly died down and the process of cutting down the ballyhoo is proceeding apace.

"And while on this subject I must thank the great United States networks, the National Broadcasting Company and the Columbia Broadcasting System, for their cordial cooperation in this matter. Privately sponsored programs broadcast by these networks in the two leading cities of Montreal and Toronto are very popular in central Canada, and there was a false alarm that they would withdraw from these cities if we attempted to place limitations on advertising. But on consultation with their high officials I found them ready and willing to cooperate, and imbued with the belief that the reform we were endeavouring to carry out was in accord with the trend of public opinion all over this continent.

"There is one point in connection with the more celebrated and popular of the great international commercial broadcasts which is not generally understood. The firms which sponsor them and desire Canadian coverage are not exclusively American in their operations. Most of them have opened branch factories in Canada and employ Canadian workmen. Consequently our Commission has ruled that a broadcast even though it be of foreign origin, which advertises goods made in Canada, is *ipso facto* a Canadian broadcast.

War on Patent Medicine

"WHEN nationalization of radio was first mooted in Canada five years ago, there were those who wished to adopt in its entirety the system of the British Broadcasting Corporation, which permits no advertising whatever. But a little investigation showed that this was not tenable—that it would be utterly unfair to Canadian business. Canadian radio-users at many points are free to turn on United States stations and listen to advertising broadcasts, and to have deprived Canadian merchants and manufacturers of the use of the air under such circumstances would have been a gross injustice. But the Commission does reserve to itself the right of censoring the character of advertising.

"One of the most important and complete tasks it has performed, and one which the public knows least about, is that of cleaning up the situation with regard to patent medicine advertising. When I took office on Nov. 1, last, the amount of quackery, vulgarity and even indecency that was being broadcast, especially in the smaller and more remote centres of Canada, was astonishing. Matter which would never have been permitted in any decent newspaper was being poured into the ears of radio users in tens of thousands of homes. The cooperation of the Department of National Health was generously proffered, and orders were issued to all stations that no patent medicine continuity could go on the air which had not been previously revised by that department.

"There was some resistance but in the main the stations were glad to cooperate and today the situation is much improved, although I must confess that it is impossible to make medical advertising delectable entertainment. Eternal vigilance is required in this connection but once the reform was announced the Commission found the business of checking up on patent medicine broadcasts comparatively easy.

Bans Price-Quoting

"WITH REGARD to advertising in general we have, despite adverse pressure, continued a regulation which had been in force before the Commission was created, prohibiting the mention or suggestion of prices.

"While in our general regulations the limitation of advertising to 5 per cent of the period stands, we have defined this as 'direct advertising' or the straight selling talk. We have availed ourselves of the discretionary powers left to us in interpreting the statute to permit under certain circumstances 'indirect advertising'—that is to say a casual allusion to a product or a joke about it. We are endeavouring not to be unduly arbitrary or severe so long as the advertiser shows a disposition to conform to the law in a general way. The big advertisers are not really a problem; our chief difficulty for the present centres around what is known as 'spot' advertising originating in local centres. It is a type of advertising distasteful to the public and is absolutely prohibited between the hours of 7:30 and 11 p.m. Appeals from stations and broadcasting groups to allow a string of short advertisements to be run off one after another at certain times, as in the past, have been rejected.

Similar to U. S. Rules

THE NEW RULES and regulations adopted by the Canadian Commission, which have just been published, conform closely with the regulations now being enforced by the Radio Commission in the United States, except as to program control. Technical regulations, for the most part, are identical both in terms and language with those promulgated Feb. 1, 1932, by the U. S. Commission.

WFBG

ALTOONA, PA.

1310 kilocycles
100 watts

ADVERTISERS CHOICE
for thorough coverage of Central Pennsylvania.

Equipped with 33 1/3 and 78 r.p.m. transcription turntables.

"Voice of the Alleghenies"

Canadian Program Regulations . . .

In drawing up daily schedules Canadian broadcasting stations shall not exceed the following percentages for the several classes of program material mentioned:

Programs imported from foreign countries—40 per cent.

A program of foreign origin which advertises goods manufactured in Canada, and names the address in this country where such goods are produced and distributed, shall be deemed a Canadian program.

No broadcasting station may broadcast any speech, printed matter, program or advertising matter containing abusive or defamatory statements with regard to individuals or institutions, or statements or suggestions contrary to the express purpose of any existing legislation; as for example, the Patent Medicine Act or any regulations promulgated thereunder.

Censorship Authority

THE COMMISSION reserves the right to prohibit the broadcasting of any matter until the continuity or record or transcription or both have been submitted to the Commission for examination and have been approved by them.

Broadcasting stations in Canada shall not mention or suggest prices in connection with any advertising programs or announcements transmitted by said stations.

The licensee shall file with the Commission weekly an advance copy of the daily program schedule in such form as may be specified by the Commission.

Each station shall keep on file a copy of: (a) the daily proces-verbal; (b) the continuities of each paid program and announcement, originating at the said station.

The same shall be open to the inspection of the Commission, or its authorized officers, at the office of the licensee between the hours of 10 a.m. and 5 p.m., on each day, except Sundays or public holidays.

Licensees broadcasting sustaining programs originating outside Canada shall, when requested by the Commission, give priority to programs originating within Canada.

Transcriptions Restricted

THE LICENSEE shall, upon request of the Commission give right-of-way to such programs as in the judgment of the Commission are of national interest. In such event neither the licensee nor the Commission shall incur any liability for compensation or damages.

The use of recorded programs whether by phonograph or gramaphone records and so called electrical transcriptions shall be confined to such hours and subject to such restrictions as may be defined for each station upon written application to the Commission.

Electrical transcriptions or records designed for broadcast advertising and containing such advertising matter shall not be broadcast more than once from any one station.

Except where special permission has been given by the Commission, the amount of advertising matter of all kinds contained in programs broadcast from Canadian stations shall not exceed 5 per cent of the time of any program period, for example—in a quarter hour program, forty-five seconds only may be given up to advertising matter.

No station shall broadcast advertising spot announcements between the hours of 7:30 p.m. and 11 p.m. No advertising spot announcement shall exceed one hundred words. Spot announcements shall not total more than three minutes in any one hour.

9TH U.S. RETAIL MARKET

MINNEAPOLIS
KSTP
ST. PAUL

25,000 WATTS
DAYTIME POWER

The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

Educational Program Sources

(*Continued from page 12*)

ing local programs, whose unsold or sustaining programs he seeks to improve, and by so doing, put to beneficial use already existing facilities, "thus eliminating waste and providing educational programs to all our people."

Regarding his plan, Mr. Lafount said:

"Educational programs could, and I believe in the near future will, be broadcast by the government itself over a few powerful short wave stations and rebroadcast by existing stations. This would not interfere with local educational programs, and would provide all broadcasters with the finest possible sustaining programs. The whole nation would be taught by one teacher instead of hundreds, and would be thinking together on one subject of national importance.

Tyson Explains Financing

"PERSONALLY, I believe such a plan would be more effective than a standing army. I shall not undertake a description of the mechanics of this proposed plan, other than to say it would be very flexible and inexpensive. I do not consider this a step towards government ownership or operation of radio broadcasting stations. The government's activities would be confined to the transmission and wholesale distribution of educational material and discussions of subjects of national importance to all the stations in the United States, and not to the maintenance of any particular station."

In opening the assembly with his report, Mr. Tyson explained that the council was created through appropriations provided originally by John D. Rockefeller, Jr., personally, and by the Carnegie Corporation of New York. Since then, funds for specific purposes have been made available by Mrs. C. Cary Rumsey, by the American Political Science Association and by the Carnegie Corporation. The corporation, he explained, also has made appropriations for maintenance which will permit continuation through 1934. "This means", he declared, "that the work begun so auspiciously, although halted somewhat by general conditions, can continue for a further period during which, it is hoped, there will be some indication of the ultimate place broadcasting will have in American education."

Prior to the disclosure of his plan for formation of a National Radio Institute, Mr. Tyson brought out that there is much conflict among educational groups concerning radio. Educators, he said, will have to make up their minds how they can use radio, since there is certain to be serious consideration in the years ahead as to the disposition of broadcasting facilities.

Change of Front Needed

"MERELY finding fault with current programs or practices is a popular and easily conducted enterprise, but fruitless," he said. "The approach to the whole problem of educational broadcasting has been negative. Until we have an entire right-about-face, with the educational world solidly presenting constructive and positive suggestions, the present unsatisfying conditions will continue indefinitely."

Mr. Tyson pointed to the plight of purely educational stations, declaring the determined attempts to halt their mortality evidently have not been successful. He said reports are heard repeatedly that these stations have relatively small audiences. The fact is, he said, that money to conduct educational broadcasting, under any auspices and by means of any facilities, must be secured and it is increasingly hard to secure.

In the course of his report, Mr. Tyson declared that "if the American radio system continues as it has been going recently, with commercialism rampant, nothing can save it." Leaders of the industry realize this, he said. The alternative to the present system is government operation and control requiring taxation support, he added.

Raps Useless Controversy

WHETHER educators will get together to support a concerted effort for good programs is the most important question, Mr. Tyson declared. The last few years, he said, have not been ones to which educators can point with pride.

"There has been undignified and unfruitful controversy. There has been disappointment and dissatisfaction with developments in a young industry that is feeling its way and little credit for remarkable accomplishments. Selfishness and lack of foresight have characterized the activities of ill-advised persons in and out of broadcasting. There has been a minimum of imagination displayed and little that smacks of scientific approach to the whole problem on the part of educators and broadcasters alike. This does credit to neither. * * *

"There is no definite desire to institute a system of government control such as that which submerges European populations. But opinions are increasing to the general effect that even that system is preferable to blatant and nauseating commercialism which some unthinking and ill-advised broadcasters persist in inflicting upon the American public and which leaders in the industry deplore as steadily as anyone else."

WRVA's New Studios

RADIO Commissioner Thad H. Brown, Senator Byrd and Governor Pollard were among the officials who participated in the opening of the new studios of WRVA, Richmond, Va., May 23. NBC carried part of the program and other Virginia stations assisted in the celebration. The renovized studios in the Hotel Richmond are among the most modern and handsome in the south. On May 24 the weekly Corn Pipe Club broadcast on NBC started coming from the new studios. The program is sponsored by the Larus & Bro. Co., Inc. (Edgeworth tobacco) Richmond, which also owns WRVA.

"The SHADOW"

fell on WHAM's trading area!

. . . *and brought Results to its Sponsor*

"Should I 'spot' Rochester?" you ask.

"Yes! Use WHAM!" says the H. H. Babcock Company, Blue Coal distributor for the Rochester area.

"The Shadow" has long held its audience on the NBC Red Network, but limited Red Network coverage in Rochester convinced the H. H. Babcock Company that a "Spot" broadcast was imperative to bring business to Blue Coal Dealers in the Rochester area.

Logical show was "The Shadow", but the H. H. Babcock Company questioned the possibility of duplicating the original production outside New York City.

WHAM had no doubts. Neither had the sponsor after the show went on—thirty successive weeks through fall, winter and spring.

Only restricted guest space limited the size of the curious crowds who wished to "sit in" on the broadcast. Hundreds wrote without the incentive of a gift offer . . . Blue Coal dealers did a thriving business.

WHAM covers Central, Western and Southern New York, Northern Pennsylvania and Eastern Ohio, within a 250 mile radius of Rochester . . . an area in which are found:

59.37% of the nation's manufacturing, and
53.2 % of the tax returns showing incomes in excess of $5,000.

"Spot" this prosperous market.

WHAM has the audience, and would appreciate the opportunity to do the job for you.

STATION WHAM

SAGAMORE HOTEL

ROCHESTER, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company

Operating Power: 25,000 watts

260.7 meters

1150 kilocycles

Clear Channel

Full Time

Associated NBC

Western Electric Double Turntable 33 1/3 R.P.M. lateral and vertical pick-up equipment

The Other Fellow's Viewpoint...

World Fair Tie-Up

To the Editor of BROADCASTING:

Here's an idea we are putting into effect here, which gets us our card rates for seven half-hour periods at night each week, at a late evening time which does not interfere with the time more easily sold. We shall not put it on the air until May 27, but I have found it so easily sold that I am passing along the idea to you, in the hope you can tell other broadcasters about it. May help to keep the bottom of the sock out of sight for some of them during slack summer weeks.

We secured from a tour company eight trips to the World Fair, in exchange for the publicity the tours would get in this venture. Then we arranged with a local amusement park, with a swimming pool, to give the trips as prizes to bathing beauties, one a week. The winner is chosen by votes of those present in the ballroom of the park during the evening, with balloting each evening. Ballots for the vote are secured at the gate when admittance is purchased.

If the patron simply buys admittance with no coupon of any kind, he secures but one vote. However, if he has made a purchase at the establishment of any of the sponsors, he secures *two* ballots, and, on two evenings a week, is admitted to everything, pool, ball room, etc., at half price. Thus, he is encouraged to patronize these sponsors' business places. And the bathing beauties, and all their friends, urge him to so patronize, so he will get *two* ballots.

In addition, the park furnishes floor space for displays or fashion parades or anything the sponsor desires in that line. And, at 10:30 o'clock, we pick up the ball-room orchestra, and between numbers relate the standing of the contestants, give plugs for the sponsors, and suggest listeners come out and "Keep Kool with KOIL" at the coolest spot in the city, and urge them to patronize the stores which give the coupons giving double the number of ballots, and admitting, on two days of the week, at half price. A whale of a good advertising broadcast is possible, you can see.

We furnish a man to handle the contest each night, prepare the advertising plugs on the air, and do the announcing. This chap we secure at part-time pay. As I say, sales have been very easy. Six sponsors, earning our card rate. Sponsors are a local department store, ice cream company, bottling works, bakery, oil company and clothing concern.

JOHN M. HENRY, *Manager*,
KOIL, Council Bluffs-Omaha.
May 13, 1933.

Hits the "Gyppo"

To the Editor of BROADCASTING:

Can't something be done through a series of prominently displayed editorials in your excellent magazine educating the radio station executives to the utter folly of listening to the direct selling commission propositions with which every mail that reaches us is choked?

If these propositions are coming to us, we know they are going to other stations, too. Some of them must be taking them on, else these manufacturers or their agents would not find that it pays.

Naturally, if these people can persuade a station having a circulation worth-while to go into business in a retail way in competition with all legitimate dealers and manufacturers whose advertising he seeks, and if he gives to these products time on his station out of all proportion to any fair percentage of the sales, that station executive may produce sales in heavy volume. That pleases the "gyppo" concern supplying the article or cosmetic or whatever it is. But, that station executive is breaking down the very foundations upon which he seeks to build his permanent business. Perhaps the type of radio executive that is "falling" for these "deals" doesn't know that. Surely, if he did, he would not be abetting these curb-stone manufacturers and their agents by trying everything out that comes along to get in a few extra dollars.

Perhaps you do not realize how this menace is growing? Every mail is bringing more and more such "propositions." * * *

H. E. STUDEBAKER,
Manager, KUJ,
Walla Walla, Wash.
May 19, 1933.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

RCA Moves Offices

EXECUTIVE offices of RCA, the parent organization, with their personnel of 160, will be moved June 2 to the RCA Building in Radio City. Old quarters at 570 Lexington Ave. will be occupied by General Electric Co., which took over the building there under the recent government consent decree. When the NBC will move to Radio City has not yet been decided, although the new quarters of the network there are being completed.

Summer Radio Pays

(*Continued from page 5*)

grams has been in this respect, and, where the program has been one which people wanted to hear, the record has been satisfactory.

Some advertisers change their programs during the summer months, but unless they have reliable guidance in selecting the new program they are apt to run into trouble. Radio is unlike other forms of promotion. Good programs get talked about, add listeners as time goes on. Listening becomes a habit. It is almost like having a fixed date every week or several times a week. Remove that entertainment and people ask our representatives what has happened to the program. They want to listen but the opportunity has been denied them.

The answer is that they turn to something else. It may be a competing product, or a different type of product, which may take them out of the market for other products.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Writer of humorous, up to date Radio Sketches ready for broadcasting, seeks position or jobs. Write Box 96, BROADCASTING.

Radio Development Engineer—technical graduate. Nine years experience including broadcasting, ultra short waves, and industrial applications. Radio telephone first license. Desires position with future. Finest references. Box 94, BROADCASTING.

Experienced licensed broadcasting operator needs work. Location and salary no objection. Will work at anything, announce, control room or station. Box 97, BROADCASTING.

Experienced radio engineer who also has sales ability desires change. Employed at a twenty-five hundred watt station. Over ten years in broadcasting business covering management, sales promotion, operating and construction. Box 98, BROADCASTING.

I took a license, a basket of parts 5 years ago. The station still pays expenses, have sold time, arranged programs building talent locally, managed station, worked all sporting events. Now employed but seeking larger field. Will furnish detailed record if interested. Box 95, BROADCASTING.

Business Opportunities

PARTNERSHIP

Construction engineer who has some capital and a 1 kw. station would like to get in touch with a commercial manager with small capital with the view of starting up a new station on partnership basis. Box 93, BROADCASTING.

Wave Meet July 10

(*Continued from page 8*)

the American delegation on enlargement of the broadcast band below 550 kc., as proposed by the NAB through Mr. Baldwin, has not been decided definitely, and likely will await selection of additional delegates. While details of the preliminary negotiations have been kept confidential by injunction of the State Department, it is generally known that broadcasters and commercial maritime groups, supported by the Army and Navy, have been at loggerheads. The maritime and government representatives have insisted that there be no widening below 550 kc. but are willing to accept an extension above 1500 kc., perhaps to 1640 kc.

Broadcasters, on the other hand, maintain that long waves should be opened to broadcasting because they are best adapted for such use, and because maritime and government services could relinquish title to such facilities without great inconvenience and with no loss of efficiency. This issue remains to be decided by the delegation.

U. S. Reallocation Looms

WHATEVER the conclusion reached by the American delegation, it is generally believed that the United States will relinquish some channels in the present broadcast range, possibly in exchange for others in the low or high frequencies or both. Moreover, in view of the recent Supreme Court decision in the WIBO quota case, which gives the Commission virtually autocratic powers in allocation matters, it is believed that the Commission will embark upon a large scale reallocation following the North American conference.

In his letter to the Commission, which has tabled the proposal for the present, Mr. Baldwin declared it is highly desirable for the United States to be in the strongest possible position to negotiate with other North American countries. Continuation of the present policy whereby stations are given only six months' licenses, he said, cannot contribute strength to the American delegation.

Six Benefits Cited

ISSUANCE of licenses for three-year periods, Mr. Baldwin declared, will:

"1. Give strength to the American delegation in negotiating with the governments of Canada, Mexico and Cuba concerning the use of frequencies on the North American continent.

"2. Furnish stability to the broadcast industry.

"3. Give protection to American radio listeners.

"4. Give proper protection to bona fide investments in American broadcast stations.

"5. Make possible more constructive policies which have to do with the management and operation of stations.

"6. Be due recognition to American broadcasters for their contribution, to the art of radio, to the commerce of the nation and to the enlightenment and entertainment of the American people."

THE RADIO Commission has extended to Nov. 16, 1933, the required date for the completion of the new 50 kw. transmitter of WOR, Newark.

XUM

A Blanket for Summer . . .

A "blanket" 25,000 watts wide. WBT's perfect (minimum) coverage of 458,201 *radio listeners.* Not just population. But a selected way-above-the-average radio market for your merchandise.

Here are the complete figures (from the New Listening Area Study published by the Columbia Broadcasting System, May, 1933).

Market Data, WBT Listening Areas	Primary Area	Secondary Area
No. of Counties	85	291
Urban Population	833,763	2,007,805
Rural Population	2,334,453	5,150,218
Total Population	3,168,216	7,158,023
Total Families	655,193	1,535,483
Radio Homes	127,278	342,882
Radio Listeners	458,201	1,234,375
Per Capita Savings	$42.13	$59.45
Residence Telephones	104,355	271,243
Passenger Automobiles	360,237	683,661
Domestic Gas Customers	45,186	196,404
Electric Wired Homes	206,972	461,402
Annual Retail Sales	$616,190,000	$1,622,470,000

Power Increase in 1932. New CBS survey reveals more than ten times increase in Primary Area. No rate increase.

WBT WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

● Key Station of the Dixie Network
of the Columbia Broadcasting System

THE COLUMBIA BROADCASTING SYSTEM

Sales Office: New York and Chicago, RADIO SALES, Inc.